



St. Ives

Town Deal

Town Investment Plan
January 2021

St Ives holds a special place in many people's hearts. It draws people to live, work and visit, creating and building on a unique community with a rare mix of talents and ideas, along with a concentration of creative, innovative and talented makers, artists and businesses.

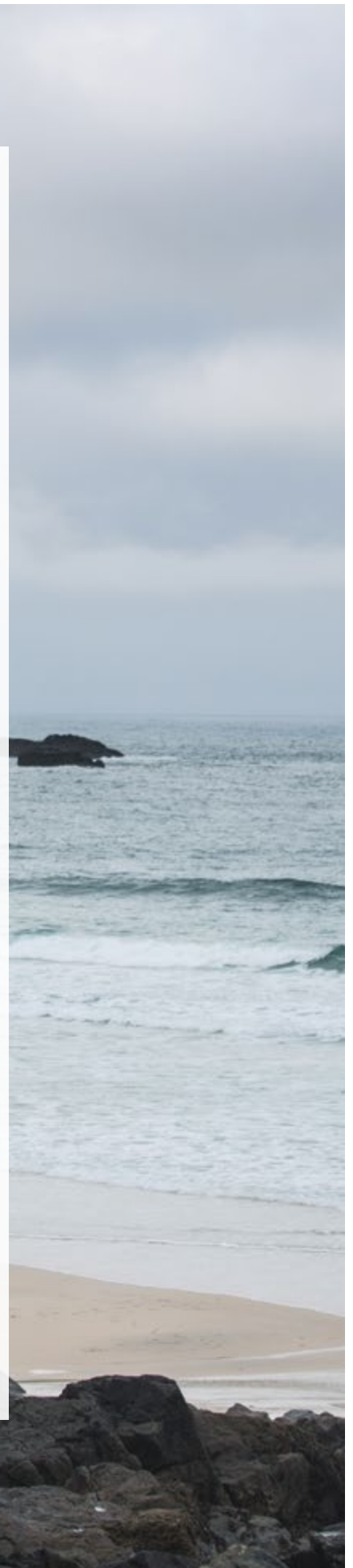
As a strong and close-knit community, we relished the chance to work together and develop an ambitious, creative and practical plan for the future of St Ives. Our goal is simple, to make sure that local people can benefit – through the transition to zero carbon, through on-going growth in our visitor economy and through good jobs in new businesses.

We have set out a major new vision for a fully integrated low carbon transport system, with investment now in a new transport hub to catalyse change. Major investment in our cultural assets will extend the visitor economy season and provide new jobs and training. Investment in local food production will shorten supply chains for the £95m visitor economy, reduce carbon emissions, improve resilience and create new opportunities for local people. A ground breaking partnership between the local community and Tate St Ives will see the Palais De Danse transformed into a real community asset, with new learning and enterprise opportunities guaranteed.

I was born in St Ives and am raising my young family here. This investment will create a long-term vision and opportunities for our community, both young and old. I am always in awe of how innovative and adaptable to change our community has been over the years and continues the tradition of strong community values and supporting each other. I look forward to the Towns Fund investment and making it a reality and in keeping with the Government's 'levelling up' aspirations.

Sarah Stevens

Chair, St Ives Town Board



Contents

4 FOREWORD

8 EXECUTIVE SUMMARY

- Measuring and managing our impact
- Summary of Towns Fund Projects
- St Ives Towns Fund boundary
- Strengths, opportunities and challenges

16 ECONOMIC AND SOCIAL CONTEXT

- St Ives today
- An internationally recognised tourist destination
- Wealth is not retained in the community
- Many year-round residents feel increasingly left behind

22 OUR STRATEGY

- Our vision for St Ives
- Our objectives
- Maximising the impact of the Towns Fund
- Short term renewal and long-term change
- Theory of Change
- Spatial Strategy
 - Upper Stennack and Penbeagle
 - Town Centre and Harbour
 - Connecting St Ives
- Alignment with local and regional strategies

36 PRIORITISATION PROCESS

38 PROJECTS

- An integrated low carbon transport system
 - Low Carbon Transport Hub
 - Bay to Bay Multi-Use Trail - St Ives to St Erth
- New skills, businesses, jobs and supply chains
 - Palais de Danse Skills Hub
 - Jobs and skills in local supply chains
 - COVID-19 renewal
 - Delegated Fund for Renewal
- New and transformed housing and community assets
 - Housing
 - Jobs and skills in local supply chains
 - COVID-19 renewal
 - New and upgraded housing and Rugby Club
 - Community and cultural assets
 - St Ives Theatre Regeneration
 - Guildhall Renewal
 - Leach Pottery and Heritage Trail

52 ENGAGEMENT AND DELIVERY

- Community and business engagement
 - Approach
 - Communities
 - Young people
 - Stakeholder and business engagement
- Town Deal Board
- Developing this plan
- Forward engagement plan
- Delivery plan
- Governance

Foreword

Fish, tin and light have shaped and influenced the built landscape, traditions and culture of St Ives. The town has grown out of its relationship with the sea and with traditional Cornish industries.



Bounded by picturesque beaches on both sides, the magnetic natural beauty and the arrival of the railway in 1877 made St Ives an attractive settlement proposition for world-renowned artists, potters and sculptors whilst scenic headlands and golden beaches firmly cemented its place as a global tourist destination.

But the wealth and abundance of natural capital and are not replicated in the prosperity across the community. Much of the value from high levels of economic activity isn't felt by those that live here. Neighbouring wards in St Ives feature in the 30% most deprived in the country and the 30% least deprived respectively. Seasonal, casual and low paid jobs in the visitor economy, average house prices out of reach, lower than average skills levels and a lack of sustainable employment to retain young people in the town result in in-work, child and fuel poverty, poor healthy life expectancy and levels of wellbeing usually associated with urban and city environments. The disconnect between the environment of St Ives and the opportunities afforded to large parts of the community is the key challenge that the town has committed to address and the driver behind the interventions this investment plan proposes. The COVID-19 pandemic has served to exacerbate these issues but also act as a catalyst for sustainable renewal and recovery.

This Town Deal Plan gives us the opportunity to rectify this imbalance. The community of St Ives have seized the opportunity to shape their place with both hands. Recognition of the economic strengths and challenges and unique natural assets coupled with a passion and commitment to raise aspiration and inspire the next generation have brought the St Ives Town Deal Board together around their ambition to build on the tapestry of assets in St Ives to embed sustainability, attract new businesses and strengthen the vital ecosystem of community and cultural assets. Cornwall Council have been proud to support St Ives on this journey.

St Ives are on the cusp of making a once in a lifetime set of investments into a suite of projects that have been created by the community for the community using individual and collective resources and ideas to drive progress and positive social change. Through this plan, and with the support of Government, these projects will make a step change for St Ives and the surrounding area to help to diversify job opportunities, enhance public spaces, improve the provenance of local produce in restaurants and cafes, protect and enhance cultural assets, redefine how people access and move around the town and provide vital investment into digital and green businesses and skills that will secure a future for St Ives worthy of the environment in which it is located.

Raglavar

Pysk, sten ha golow re furvyas ha delenwel an dirwedh dhrehevys, hengovyow ha gonisogeth Porthia. An dre re devis dre hy howethyans gans an mor ha gans diwysyansow kernewek hengovek.

Kelmys gans trethow teg orth hy dew du, hy thekter naturel tennvenek ha devedhyans an hyns horn yn 1877 a wrug dhe Borthia bos kynnrik trevesiga tennvosek rag lymnoryon, priweythoryon ha gravoryon aswonys a-dro dhe'n bys, hag y glusas penn tiryow tegwelek ha trethow owrek hy le avel tyller tornyasek ollvysel.

Mes nyns yw dastewynnys rychys ha palster an chatel naturel y'n sewenyans a-dreus an gemeneth. Nyns yw klewys gans an re yw trigys omma a meur a'n dalvosogeth a nivelyow ughel a wriansow erbysek. Yma ranndevow kentrevrek yn Porthia war rolyow a'n 30% moyha esowys y'n pow ha'n 30% lyha esowys. Oberennow sesonek hag anfurvus isel aga gober y'n erbysiedh vysytoryon, prisyow kreskek chlow dres drehedh, nivelow sleyneth isella es an kreskek ha fowt a arveth sostenadow dhe witha yonkers y'n dre a gaws boghosogneth a oberoryon, flegthes ha keunys, gwaytyans isel a vewnans yagh ha nivelow a sewena yw dell usys kevrennys gans kerghynnedhow trevel ha cita. An aswa yntra kerghynnedh Porthia ha'n chonsyow res dhe rannow bras a'n gemeneth yw an chalenj alhwedhel re omros an dre dhe enebi, ha'n nerth a-dryv an gwriansow a brof an towl kevarghow ma. An pandemik COVID-19 re wethhas an maters ma mes ev yw keffrys katalydh rag nowedhyans ha yaghheans sostenadow.

An Towl Ambos Tre ma a ri dhyn an chons dhe ewnhe an anvantol ma. Kemeneth Porthia re sesyas an chons a furva hy le gans an dhiwleuv. Aswonvos a'n krevderyow ha chalenjys erbysek

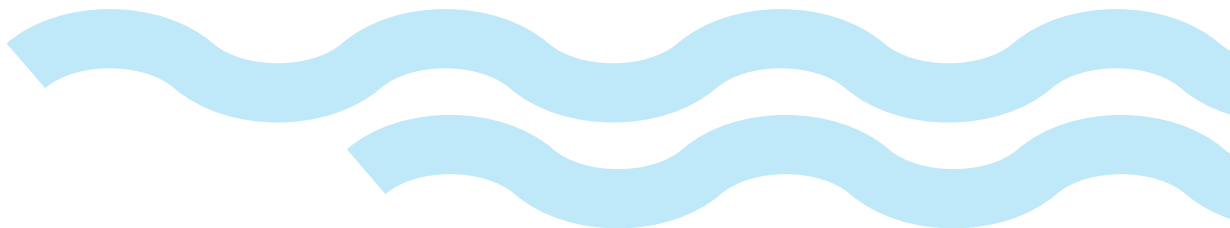
ha'n kerthow naturel unnik war-barth gans passhyon hag omrians dhe dhrehevel ughelhwans keffrys aweni an nessa henedh re dhros war-barth Kesva an Dre Porthia a-dro dh'aga ughelhwans a dhrehevel war an vrithlen a gerthow yn Porthia rag ynplansa sostenandewder, tenna negysyow nowydh ha krevhe an ekosystem essensek a gerthow kemenethek ha gonisogethel. Konsel Kernow re beu gothus a skoodhya Porthia dres an viaj ma.

Yma Porthia war amal a wul fardel a gevarghow unnweyth yn bewnans yn kevres a ragdresow re beu gwrys gans an gemeneth rag an gemeneth ow kul devnydh asnodhow unnik ha war-barth ha tybyansow dhe lewya avonsyans ha chanj socyal posedhek. Der an towl ma, ha gans skoodhyans an Governans, an ragdresow ma a wra chanj bras rag Porthia ha'n pow a-dro dhe weres divershe chonsow ober, gwellhe spasow poblek, gwellhe fenten askorrans leel yn bostiow ha koffijiow, gwitha ha gwellhe pythow gonisogethek, dasstyrya fatel wra tus hedhas ha movya a-dro dhe'n dre ha provia kevarghow essensek yn negysyow bysyel ha glas ha sleghnethow a wra fastya termyn a dheu rag Porthia wordhi a'n kerghynnedh le mayth yw desedhys.



Julian German

The Leader of Cornwall Council | Ledyer Konsel Kernow



Foreword

The opportunity to secure Towns Fund investment has rallied and raised our aspiration, empowering community groups and businesses large and small to ask what St Ives offers as a place to live and work?

How can we unlock green growth and enterprise, support health and well-being and improve the life-chances of our residents? It has been an honour to work with the community, to see first-hand the quality and range of existing enterprises and hear of the ideas and enthusiasm of so many residents.

The Board has been an incredible example of local people coming together to grapple with these ideas and challenges, unite behind an exciting plan and realise the opportunity that lays before us. We have unlocked a vision that goes way beyond the Towns Fund programme, we are hopeful that our Town Investment Plan is the springboard for this journey and we are ambitious for our town around the three core objectives set out in this document. I commend the St Ives Town Investment Plan and the vision it projects!

Derek Thomas MP

MP for St Ives, West Cornwall and The Isles of Scilly





Executive summary

St Ives is the jewel in Cornwall's crown. A modern centre for art, culture and tourism, where the industrial and maritime heritage of Cornwall continues to inspire globally successful makers, artists and businesses. We are a diverse community of 11,350 residents, with over 540,000 day trippers and 220,000 staying visitors a year.

The digital transformation of the national and global economy and markets, together with increasing demand for a high quality natural environment and lifestyle are real opportunities for the town and wider Cornish economy.

This ambitious plan has been put together by our community to show how, with the right investment, we will seize these opportunities for the benefit of everyone who lives and works here, recovering from the impact of COVID-19 and supporting all our communities as the town transitions to a low carbon, fairer future.

This work is urgent. Many residents have been left behind by the recent success of our visitor economy and COVID-19 has had a significant impact here, as elsewhere. With such a concentration of leisure and visitor economy businesses the impact of lockdown restrictions has been severe. Many employers, including non visitor economy firms, have made significant redundancies. But the economy here is well placed to recover rapidly once restrictions are eased, with strong demand for UK based tourism. The G7 Summit in June 2021 provides a real moment of opportunity both for restarting the visitor economy, but also showcasing the opportunity around zero carbon growth.

The difference between apparent success and the lived experience of many people in the town is stark. There are two very different versions of St Ives. The first is synonymous with the visitor and cultural experience: the beautiful coastal town with the Barbara Hepworth Museum and Sculpture Garden, Tate Gallery, globally renowned restaurants and community of top-class creators, makers and artists. It is based around the old town, where investment in the rapidly expanding visitor economy and second home ownership has been concentrated. Family homes cost upwards of £1m and much of the town centre housing stock is now owned by non full-time residents or investors in holiday lets rentals.

Alongside this real success and visitor economy growth, the story of the residents that live in the town all year forms the second, lesser known version of St Ives. Their experience is of lower than average wage levels, dominance of seasonal



employment and fewer opportunities for progression. Residents have long felt left behind and disconnected from the success of the town, whether through supply chains that do not source locally or remote property ownership. Wealth and the benefits of growth are not retained in the town and opportunities are not as accessible as they should be for many residents.

The community of St Ives is determined to use recovery as a once in a generation opportunity to speed up the transition to zero carbon whilst creating new jobs and opportunities for existing and future residents. We are committed to supporting our visitor economy, whilst also diversifying and making our town more resilient.

WE HAVE AGREED THREE MAJOR INVESTMENT PRIORITIES:



1. An integrated, low carbon, transport system

Our ambition is to deliver a fully integrated low carbon transport system. This is deliverable in St Ives because of our dedicated rail line, town centre station, strong visitor economy and compact town centre. Our aim is to reduce congestion, cut carbon emissions and increase clean and active modes of travel. The Towns Fund will kick off this long-term transformation through three interventions. Firstly, it will deliver the first phase of a hub for sustainable travel into and around the town, with electric vehicle charging, eBikes, integrated bus and rail services and the longer term potential for a high frequency very light rail service, making the most of the town centre station. The second element will be a new active Bay to Bay Multi-Use Trail, linking St Ives (including the station hub), Carbis Bay, Lelant, St Erth and connecting to Penzance.

Thirdly, with the strong support of local businesses and the community and building on successful trials during Covid-19 restrictions, we will also enable the pedestrianisation of the town centre at peak time, creating a less congested, cleaner space for residents and visitors.



2. New skills, businesses, jobs and supply chains

Our vision is to both create a more diverse economy and to strengthen skills provision in the town, particularly digital skills and the skills that people need to get jobs and establish businesses in our visitor economy. This will be delivered through a major programme of linked investments in both the top of the town and town centre. In the top of the town and Penbeagle

area this plan will create a new training café and learning space for food production skills in an expanded community garden and orchard, including linking small local food businesses with local hospitality businesses, shortening supply chains and creating new jobs and business opportunities. Investment in the Leach Pottery will create major additional training and work facilities and apprenticeships.

In the town centre, the historic Palais de Danse and Barbara Hepworth's studio will be fully restored in a unique and innovative partnership between the Tate St Ives and the community to create high quality, digitally enabled learning and community use space. This will complement the soon to be opened Workstation, which will create work and business space to meet current and growing demand.



3. New and transformed housing and community assets

St Ives has a flourishing, independent retail offer, strengthened further by the concentration of makers and artists' galleries and studios and visitor spending. But many of our community and cultural assets need investment to be fit for the future. Affordable housing is needed to ensure local people can continue to live in the town. Through this Town Investment Plan we will create new affordable and extra care housing, including through a major redevelopment of the Rugby Club, which will create modern sporting facilities for community use alongside new housing. We will also support major refurbishment of St Ives' Theatre and Guildhall, which will enable

an extended season offer and provide increased opportunities for young people through our acclaimed Kids R Us theatre programme.

This is an exciting, long-term and genuinely transformational plan for the future of St Ives. The projects for which we are seeking investment from the Towns Fund have been prioritised to ensure we do the things that will have most impact now, whilst also catalysing and supporting future investment. Taken together, they will:



Generate inclusive green growth and new enterprise, within a year-round economy



Support the health, wellbeing and aspiration of all residents in life and work

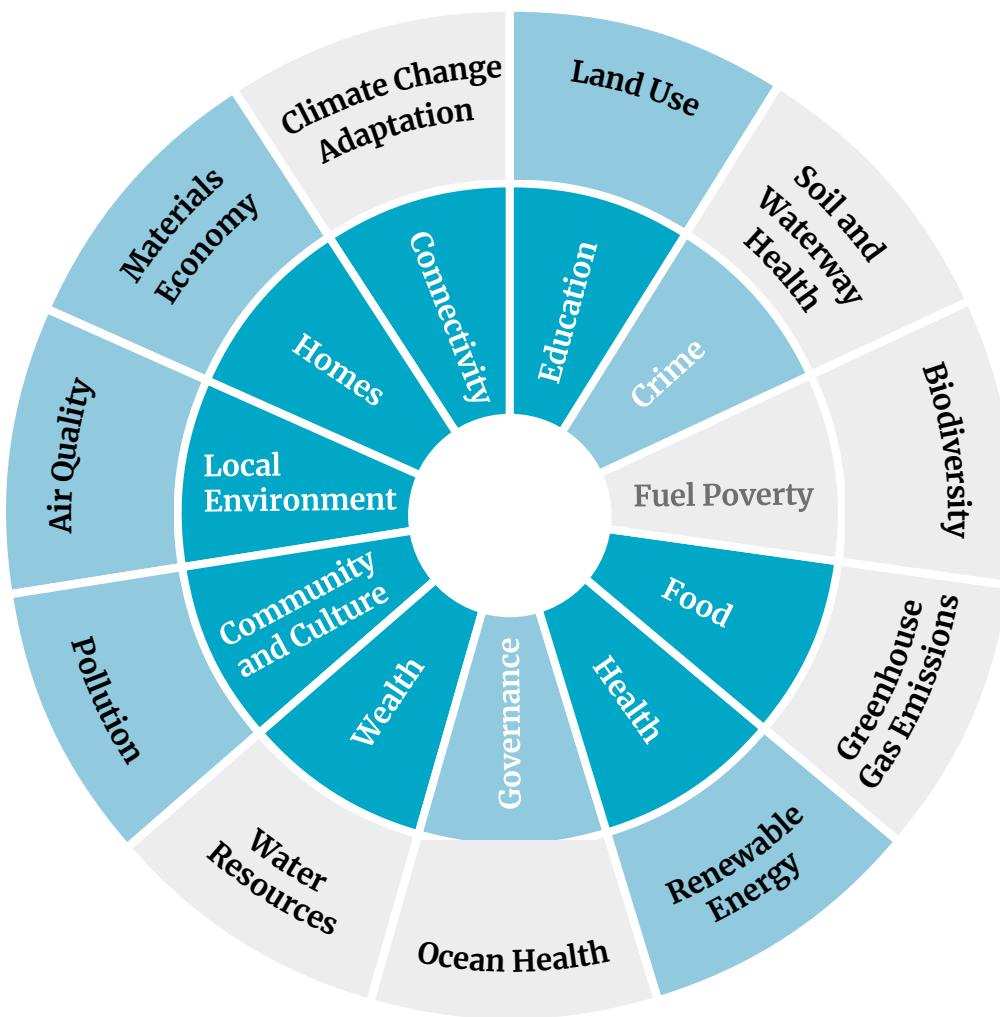


Create opportunities for young people which allow them to flourish

The work on our Town Investment Plan and further project development will continue to be guided by the Cornwall Council Decision-making Wheel, which integrates principles from the Kate Raworth Doughnut Economics model. Our Plan has been co-developed by local people, through in depth and real involvement over the last year, building on our strong community partnerships and networks. We have engaged widely and deeply with local communities and businesses to ensure that our Plan works for everyone living and working in the town. Its blend of large-scale projects and focussed investment in community skills, enterprise and cultural assets is clearly supported by both the economic evidence and resident input.

DECISION WHEEL KEY

- = Long Lasting Positive Impact
- = Short Term or Limited Positive Impact
- = No Known Impact
- = Short Term or Limited Negative Impact
- = Long Lasting Negative Impact



13.3
Indicative
BCR

MEASURING AND MANAGING OUR IMPACT







Our Town Investment plan will work with people and businesses to ensure the impacts of our activity steward and protect our environment, consider social value and make sure that St Ives' residents are not worse off.

We have undertaken initial Benefit Cost Ratios (BCR) assessments of the overall TIP impact based on indicative project values. **We calculate this to be 13.3 for St Ives.** Detailed project level BCRs will be developed as part of the FBC phase.

This marks the beginning of our intention. We will be performing an in-depth review of social and environmental outcomes that embed sustainability and leave a lasting local legacy. We value the potential these projects can offer in terms of Environmental impacts, skills, business support, inclusion, supply chain impacts, wage growth and additionality. To begin this, we have used the Cornwall Council Decision making tool* to assess impact.

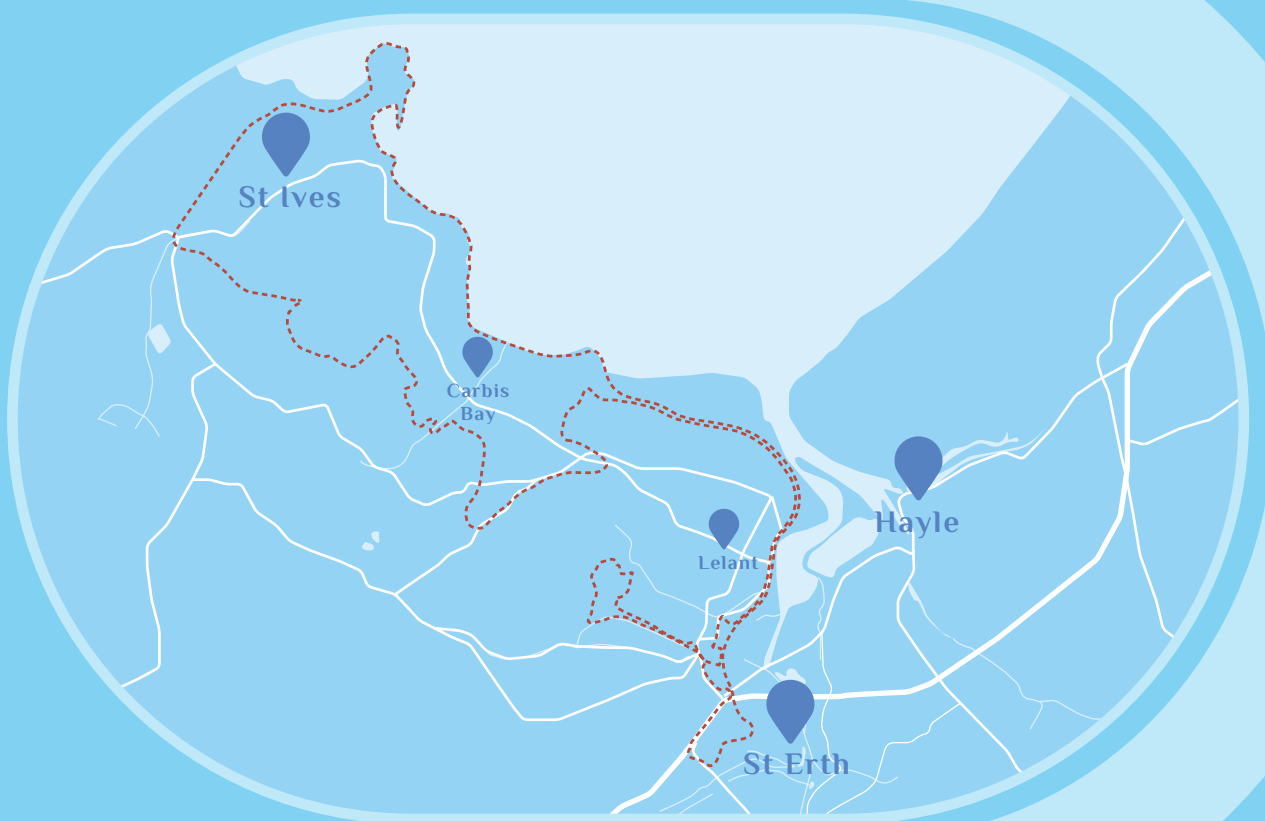


Summary of Towns Fund projects

Intervention 	Projects 	Description 	Funding Ask 	Delivery 	Town Board Objectives 
An integrated low carbon transport system	<ul style="list-style-type: none"> Low Carbon Transport Hub (including pedestrianisation) Bay to Bay Multi-Use Trail – St Ives to St Erth 	Leading the transition to low carbon, sustainable transport and improving digital connectivity	<ul style="list-style-type: none"> £9.4m Towns Fund £2.6m match funding 	From 2021	<ol style="list-style-type: none"> To generate inclusive green growth and new enterprise, within a year-round economy To support the health, wellbeing and aspiration of all residents in life and work To create opportunities for young people which allow them to flourish
New skills, businesses, jobs and supply chains	<ul style="list-style-type: none"> Palais De Danse Skills Hub Jobs and skills in local supply chains Delegated Fund for Renewal 	Diversifying the economy through digital skills training, opportunities for new enterprises and jobs, and stronger supply chain	<ul style="list-style-type: none"> £5.5 Towns Fund £8.7m match funding 	From 2021	
New and transformed housing and community assets	<ul style="list-style-type: none"> New and upgraded housing and Rugby Club St Ives Theatre Regeneration Guildhall Renewal Leach Pottery and Heritage Trail 	<p>Providing affordable, high quality housing for social rent, for local people and retaining young residents</p> <p>Transforming community assets to deliver new skills opportunities, experiences and an expand, year-round economy</p>	<ul style="list-style-type: none"> £10.1m Towns Fund £4.7m match funding 	From 2021	

ST IVES TOWNS FUND BOUNDARY

As shown in the map below, the Towns Fund boundary for St Ives covers the town centre and seafront, top of town, Carbis Bay and Lelant areas.



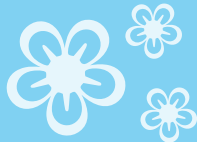
Map outlining the Towns Fund boundary for St Ives



St Ives

STRENGTHS AND OPPORTUNITIES

Distinctive and rich cultural heritage and natural assets



Opportunity to diversify the economy - extending the season and supporting innovation and new enterprises



Strong, diverse communities - anchored around social, cultural and interest groups



A large and successful visitor economy worth £95.9m - supporting a range of local services, 245 businesses and 2,700 jobs



High-quality high street - with lots of independent shops, driven by visitor spend



CHALLENGES



Reliance on seasonal, low wage jobs in the visitor economy - Residents' mean real-time salary is £27,200, compared to the national average, £34,500



A lack of affordable housing - both to rent and buy, for year round St Ives residents



Concentrations of deprivation



Few opportunities for people - particularly young people who may wish to stay in or return to St Ives



Congestion issues - heightened in the tourist season



Wealth and value from the visitor economy does not stay in the community - linked to a growing disconnect between residents and the town centre

Economic and Social Context

This section sets out the strengths, opportunities, assets, challenges and evidence of need in St Ives.

ST IVES TODAY

St Ives is the jewel in Cornwall's crown, a vibrant coastal town on the north coast, north of Penzance and west of Camborne. We have a population of around 11,350, with a below average working age population of around 6,250 (55% of the population compared to 65% nationally)¹.

The town is located close to the A30, which connects St Ives to Penzance, and eastwards to Redruth, Bodmin and Exeter. St Ives has a railway station linked to the Cornish Main Line via a short branch line to St Erth, with a limited capacity of two trains an hour in each direction.

The name 'St Ives' derives from the Irish Saint Ia of Cornwall, and the history of the town has been shaped by traditional industries of mining, fishing and farming. Today the town is characterised by its creative, cultural and visitor economy. The beautiful light and unspoilt, ancient landscape has attracted many artists over the decades and the town continues to have a vibrant, globally renowned community of creators, makers and artists. St Ives is home to several highly successful galleries, museums and studios, including the Barbara Hepworth Museum and Sculpture Garden, Tate Gallery and Leach Pottery.] The St Ives September Festival, which has been running for over 40 years, is a two-week celebration of music and the arts, intending to extend the season beyond the school holidays.

Other significant cultural and heritage assets include the Guildhall, St Ives Theatre (Kidz R Us), the churches in the town, St Ives Library, St Ives Museum and the fisherman's lodges. The St Ives Archive is an important asset serving local people and Cornish families around the world looking to investigate their heritage.

Our communities are vibrant and diverse. The year-round resident community live mostly at the top of the town, and in Carbis Bay and Lelant areas. Community spirit is strong in St Ives, with many families going back generations. Social, faith based and sporting groups flourish and cultural traditions, such as the St Ives Feast, are upheld by local communities.



¹ ONS Population Estimates (2019) Please note, this refers to Lelant and Carbis Bay, St Ives East and St Ives West wards, which differ slightly to the Towns Fund boundary



AN INTERNATIONALLY RECOGNISED TOURIST DESTINATION

The distinctive natural beauty, heritage and creative arts has meant that the St Ives has secured a global reputation as a tourist destination. Both day trippers and staying visitors are drawn to the town. The old town has a strong hospitality and retail offer with high-end restaurants, independent shops and holiday apartments.

In 2018, visitor spend in St Ives was £95.9m, supporting 245 businesses and 2,700 jobs². Accommodation and food services is St Ives' largest sector with 20% of local jobs, compared to the national average of 5.6%. In Cornwall as a whole, accommodation and food services is one of three sectors which has accounted for most of the jobs growth in the past three years³.

The town attracts 540,000 day trippers and 220,000 staying visitors per year⁴. Many are repeat visitors with families returning every year,

many for extended periods in second homes. The Food and Drink Festival attracts over 12,000 visitors a year. The season is starting to extend with the town attracting over 30,000 visitors over Christmas and New Year⁵.

In recent years, there have been changes in the profile of visitor with the town increasingly attracting a wealthier cohort of holiday seekers and those looking for a coastal retreat. Alongside this, there have been significant levels of investment in the town centre, particularly in the property market, transforming St Ives. This can give the impression of it being an affluent town. Much of the residential buildings in the town centre are holiday apartments with self-catering holiday companies making up almost 50% of businesses in St Ives⁶. Overall,

“

Its distinctive natural, cultural and heritage assets have made St Ives a major, internationally recognised tourist destination.

Around
14.5% 
of houses in St Ives are second homes

Visitor spend was **£95.9m** 
in St Ives in 2018.

St Ives attracts **540,000** 
day trippers a year.

²Value and jobs: Visit Cornwall (2018) St Ives Tourism Summary; businesses: ONS Business Counts, using the definition for retail, accommodation and food service, and arts, recreation and entertainment

³Cornwall and Isles of Scilly (2020) Labour Market Assessment.

⁴St Ives Tourism Association <https://www.stives-cornwall.co.uk/about-sita/>

⁵St Ives Business Improvement District (2019) Renewal Business Plan 2019–2024

⁶St Ives Coastal Community Team (2016) Local Economy Strategy and Project Development Framework 2016–2030, using ONS data



“

*I hope that if I
leave for uni I
can still return
home to live and
work here.*

– Georgia Cawley, age 18

around 14.5% of houses are second homes, compared to an English average of 0.6%, and one in four dwellings are either second homes or holiday lets⁷. In the town centre this rises to 48% of homes⁸.

The impact of COVID-19 on the visitor economy has been variable in St Ives. Initially, the imposed lockdown of the economy by the Government in March 2020 caused a major disruption to the hospitality and retail sector. St Ives has been particularly vulnerable, scoring 5th highest in terms of overall sectoral exposure, with the town ranked amongst the highest for employment in exposed sectors (accommodation, pubs and restaurants)⁹. The Hardship Fund Vulnerability Index developed for the British Red Cross Hardship Fund, which measures vulnerability based on the sectoral mix of the economy and income levels, shows that St Ives is amongst the most vulnerable towns in the country¹⁰.

Local businesses experienced a 60-80% decrease in sales in April 2020 and a 40-60% sales decrease in June 2020¹¹. It is estimated that the national lockdown between March and the end of June resulted in a sector loss of £632m in Cornwall based on Cornwall Visitor spend in 2018¹². When lockdown was lifted in July and with the plans of many UK holiday makers disrupted, visitors flocked to St Ives, bringing some recovery in footfall and business.

Despite the lift of restrictions, turnover across Cornwall was 43% lower in July and 14% lower in August, levelling out at typical levels in September¹³. The economic impact of COVID-19 across the county has also caused a decline in output in manufacturing (£209m), construction (£164m), education (£128m) and transportation and storage (£122m). There has been an increase of £243m output in health and social work¹⁴.

⁷ ONS Census (2011)

⁸ Cornwall Community Insight (2020) using Census (2011)

⁹ Centre for Towns (2020) The Effect of the Covid-19 Pandemic on our Towns and Cities

¹⁰ Cornwall Community Insight (2020) using British Red Cross data (June 2020)

¹¹ Social Economy Digital Lab (2020)

¹²⁻¹⁴ Cornwall Council (2020) Impact of COVID-19 on Cornwall

Residents' mean real-time salary in St Ives is

£27,200

compared to the national average (£34,500)



An increase of

177%

in Universal Credit applications between March and June 2020



Median house price in St Ives is almost

£359,000



WEALTH IS NOT RETAINED IN THE COMMUNITY

The benefits from the significant levels of investment and growth in the visitor economy have not been shared by all in St Ives, particularly the resident community. Wealth and value from these high levels of economic activity tend not to be retained in the community. Economic diversification has been identified as a significant opportunity in the community engagement, supporting new enterprises, start-ups, non-seasonal jobs, digital and creative industries.

Many jobs in the visitor economy tend to be low paid and insecure. Residents' mean full-time salary in St Ives is £27,200, compared to the national average (£34,500)¹⁵. A lower full-time employment figure (25.1% compared to the England average of 38.6%) reflects the seasonal and often casual nature of work in the town. St Ives has a higher percentage of self-employed workers (17.7%) than England as a whole (9.8%)¹⁶. There are relatively low skills levels in the town. In the top of town area, between 25% and 30% of residents have no formal qualifications, compared to the English average of 22.5%¹⁷. A lack of well-paid jobs and sustainable employment opportunities for young people were identified as key issues during the community engagement.

COVID-19 has caused further hardship through financial instability and job losses for residents. Across Cornwall, COVID-19 has had the highest impact on the visitor economy in terms of the net change in both employee and self-employed jobs. Around 25,000 employee jobs and over 3,500 self-employed jobs in accommodation and

food services have been impacted, whilst 18,000 employee jobs and over 3,000 self-employed jobs in retail have been impacted. In terms of self-employment, the arts, entertainment and recreation sector and construction have had significant falls. For both employee jobs and self-employment, health and social care has had an increase in job levels¹⁸. There has been a 177% increase in Universal Credit applications between March and June 2020 in St Ives, compared to a national increase of 82%¹⁹.

The combination of investment in property, rising house prices and low wages has meant that there are low levels of housing affordability in the town. This has made it difficult for local people to both afford rent and to buy houses in the town. Engagement with community highlighted this as a major challenge locally.

In the last twelve months, median house prices were almost £359,00 compared with the English average of £299,000²⁰. The housing affordability ratio shows that average house prices are over 12 times higher than average wages in the town centre. In Treloyhan, east along the coast, the ratio is over 11 times higher, compared to 9.72 in Penbeagle and 8.25 in Carbis Bay. A ratio of 4 is considered to be affordable²¹. There are also challenges around private rental affordability, which considers whether people can afford to rent in the market without assistance from Housing Benefit²². This shows that parts of the town, heading from the beach to the top of town are amongst the least affordable in the country.

¹⁵ Active Informatics, Labour Market Insight Jobs (2019)

¹⁶ Both full-time employment and self-employment ONS Census (2011)

¹⁷ Cornwall Community Insight (2020) using Census (2011)

¹⁸ Cornwall Council (2020) Impact of COVID-19 on Cornwall

¹⁹ DWP (2020)

²⁰ Valuation Office Agency (2019)

²¹ Cornwall Community Insight (2020) using Land Registry house prices (2017) and ONS earnings (2015/16)

²² Cornwall Community Insight (2020) using MHCLG Indices of Multiple Deprivation (2019)



MANY YEAR-ROUND RESIDENTS FEEL INCREASINGLY LEFT BEHIND

Deprivation is relatively high across much of St Ives, including both the town centre and ‘top of town’ where most year-round residents live²³. The town centre and island, Higher Stennack, Halsetown and Penbeagle are within the 30% most deprived neighbourhoods in the country (see Figure 1). In contrast, the neighbourhood to the west of the town centre and island is within the 30% least deprived neighbourhoods in the country.

High levels of deprivation are driven by the poor quality living environment, which refers to housing quality, air quality and road traffic accidents. The town centre and island neighbourhoods are within the 10% most deprived for living environment nationally. In much of St Ives, between 13% and 15% of households are in fuel poverty, which rises to around 17% in the town centre, compared to the national average of 10%²⁴.

Employment deprivation measures the share of working age population who would like to work but are unable to do so, due to unemployment, sickness or disability, or caring responsibilities. The Higher Stennack, Halsetown and Penbeagle areas are within the 20% most deprived areas

in England for employment. These areas also have high levels of income deprivation, referring to those with low incomes due to being out-of-work or in low wage jobs, particularly in Higher Stennack, which is in the 20% most deprived in England.

With historically low levels of investment, these communities are underserved by local amenities and community assets. Around 22% of the area has high levels of deprivation in barriers to housing and services²⁵. Displacement of the resident population has forced local families further away from the beaches and water sporting activities. The nearest bookable sports halls with facilities for team sports are in Penzance and Camborne, over a 20 minute drive away.

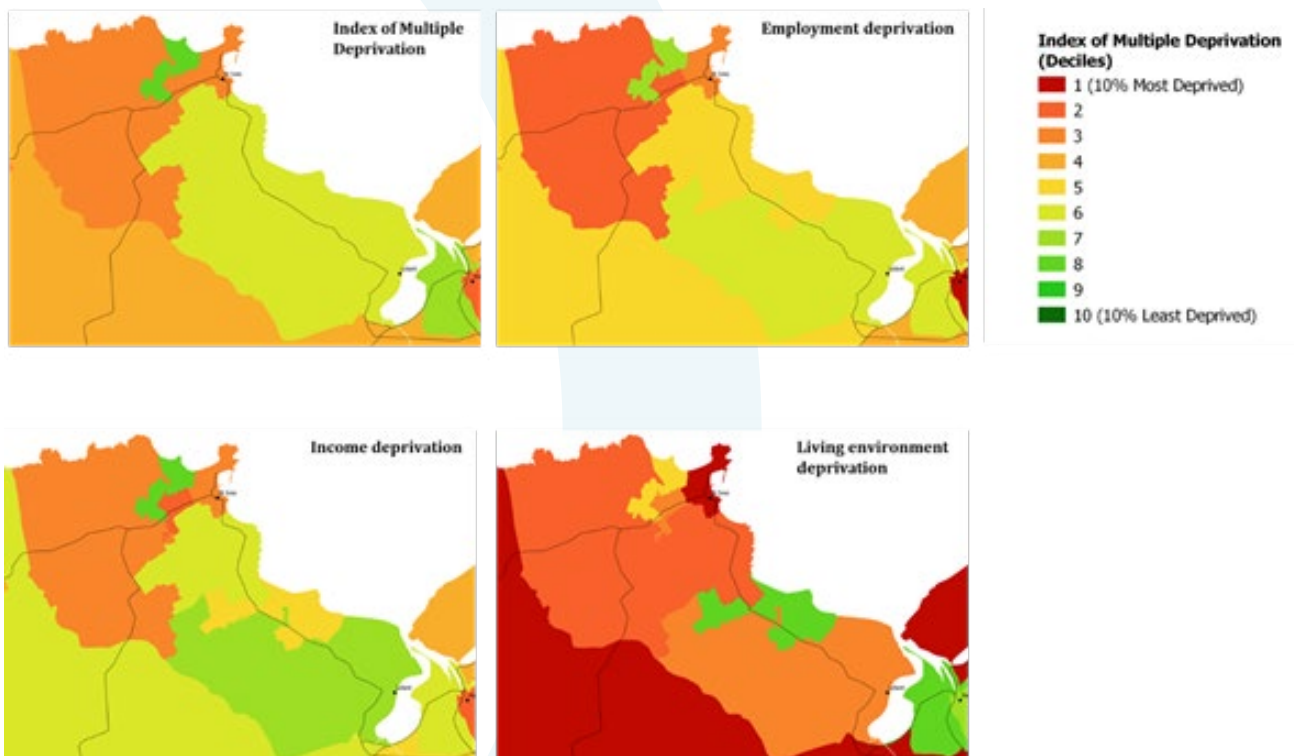
This has resulted in poor health and wellbeing outcomes. Around 41% of adults in Cornwall are inactive or do not meet activity guidelines, with people in deprived areas twice as likely to be physically inactive than those in non-deprived areas. In a recent Town Council survey (February 2020) less than 50% of 360 secondary school pupils surveyed regularly participated in sport and only 7.5% spent their spare time outdoors.

²³ All MHCLG Indices of Multiple Deprivation (2019)

²⁴ Cornwall Community Insight (2020) using BEIS (2018)

²⁵⁻²⁶ MHCLG Indices of Multiple Deprivation (2019)

Figure 1. Index of Multiple Deprivation in St Ives²⁵



“

St Ives is such a tourist draw for West Penwith and Cornwall but it doesn't seem to benefit from investment in its infrastructure.

– Guy Litchfield, age forever 25

Our Strategy

This section outlines the vision and objectives guiding our Town Investment Plan. It sets out the rationale for our projects in the Theory of Change, and our spatial strategy, showing the distribution of impact across the town geography. It shows the alignment of the Town Investment Plan with relevant existing local and regional strategies.

We will deliver our Vision for St Ives by investing in major transformational projects to drive low carbon transition, improve connectivity and increase opportunities for new skills and jobs, whilst also renewing and strengthening the vital ecosystem of community and cultural assets that will keep us resilient and drive recovery from the economic impact of COVID-19.

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 people²⁷:

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.

²⁷ Our deep and sustained programme of public engagement is set out in section 7, together with our forward plan.

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


MAXIMISING THE IMPACT OF THE TOWNS FUND


To maximise the impact of the potential Towns Fund investment on these objectives we have prioritised projects that can deliver against more than one of these objectives at once and that also target the parts of the town where the evidence shows they are most needed. Our projects therefore have a thematic and spatial focus.


Each of our projects is set out in more detail in the 'Projects' section.

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 investment and benefits.

 **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** – create a fully integrated low carbon transport system, driving the transition to zero carbon and greater sustainability, making it easier and more attractive for visitors to arrive in the town via train and to move around on foot or by bike

THEORY OF CHANGE

The rationale for each of our projects and how it delivers against the Towns Fund criteria is also summarised in our Theory of Change.



THEORY OF

Towns Fund theme	Connectivity 	Skills and enter 
Context	<p>Train service capacity is currently limited by track configuration and too many people travel to St Ives by car. The town centre has high levels of congestion, particularly during the peak season. Digital signposting and visitor information services are not currently configured to maximise either the visitor experience, business interaction with visitors, or spend levels.</p>	<p>St Ives has a large visitor economy, but much of the value generated leaves St Ives and is not captured. There is a need for opportunities in the town for residents are reliant on services provided by visitors.</p>
Town Board Objectives	 <ol style="list-style-type: none"> 1. Generate inclusive, green growth 2. Support the health, wellbeing and resilience of the community 3. Create opportunities for local businesses and residents 	
Projects	<p>AN INTEGRATED LOW CARBON TRANSPORT SYSTEM</p> <ul style="list-style-type: none"> • Low Carbon Transport Hub (including pedestrianisation) • Bay to Bay Multi-Use Trail – St Ives to St Erth 	<p>NEW SKILLS, BUSINESS AND SUPPLY CHAINS</p> <ul style="list-style-type: none"> • Palais de Danse Skills Partnership • Jobs and skills in local supply chains • Delegated Fund for Resilient Communities
Rationale	<p>The transition to low carbon transport and connectivity is a significant opportunity for St Ives. Encouraging visitors to travel to St Ives via train and improving both residents and visitors ability to move around the town via walking and cycling infrastructure will reduce the reliance on cars, improve health and wellbeing, and reduce air pollution. A LoRaWAN network will provide real-time information for businesses and organisations, improving productivity.</p>	<p>Residents must travel to other towns for training and employability opportunities, or sixth form in the town. There is also a lack of high quality collaborative space to attract investment. Establishing new enterprises and supply chains to provide local jobs and services will retain value in the town and support a circular economy.</p>

CHANGE

Surprise infrastructure



economy worth £95.9m, but
ated from tourism in the town
captured locally. There is a lack
vn, skills levels are low and many
seasonal, low wage jobs.

Urban regeneration



The boom in second home ownership and holiday rentals has left many residents priced out of the town for buying or renting and recent investment in cultural and leisure assets has been channelled into high end cultural and food and drink offers that are aimed at visitors. The high street is thriving, driven by visitor spend. However the assets that would enable the town to extend the season and create more opportunities for local people have not had the investment they need and are falling behind.



growth and new enterprise, within a year-round economy
ing and aspiration of all residents in life and work
for young people and those needing to retrain

ASSETS, JOBS AND

Hub
supply chains
renewal

NEW AND TRANSFORMED HOUSING AND COMMUNITY ASSETS



- New and upgraded community housing and assets
- St Ives Theatre Regeneration
- Guildhall Renewal
- Leach Pottery and Heritage Trail

nearby towns to access skills,
ity support, as there is no college
n and a lack of training facilities.
gh-quality co-working and
tract new enterprises to St Ives.
rises and building strong local
the visitor economy with goods
wealth in the community and
my.

There is a shortage of affordable housing to buy and rent for year-round residents starting out or trying to get on the ladder in St Ives. Wage levels in the town are low, whilst house prices are high, there is a lack of available land and many homes in the town centre are either holiday lets or second homes. Much of the existing social housing stock is concentrated in the Upper Stennack and Penbeagle area and has low levels of energy efficiency.

St Ives does not have many of the community institutions of larger towns. Community focused assets in the town are smaller, but are crucial to building and maintaining the community networks and capital that increase wellbeing and resilience. Investment is needed to ensure that these assets are fit for purpose. Restored and refreshed theatre and arts space are important for expanding the season and access for local people.

THEORY OF

Towns Fund theme	Connectivity 	Skills and enterprise 
Inputs	£9.0m Towns Fund, £2.6m match funding	£5.5m Towns Fund, £8.7m match funding
Outputs	<ul style="list-style-type: none"> • Upgraded train station • Upgraded bus infrastructure • Delivery of new public spaces • Remediation and/or development of dilapidated sites • 5 miles of new or upgraded cycle paths 	<ul style="list-style-type: none"> • Increase in capacity and skills facilities • Increase in the breadth of services that responds to local needs • Upgraded and protected public space and arts venue • Increase in the amount of high quality, affordable housing • Support enterprise and business growth and SME grants • New, upgraded or protected public space
Rationale	<ul style="list-style-type: none"> • Reduced travel to work journey times • Increased number of trips using clean and active travel modes • Improved perception of place by residents, businesses and visitors 	<ul style="list-style-type: none"> • New learners assisted and supported • More enterprises utilising local skills and sustainable communities • Increased number of visitors to heritage events and venues • Existing businesses supported and encouraged to start • Raised productivity and innovation
Impact	<ul style="list-style-type: none"> • Supporting the transition to low carbon transport • Building clean sustainable new transport links • Improving connectivity 	<ul style="list-style-type: none"> • Providing high value jobs for young people and adults • Diversifying the economy through enterprises and innovation • Strengthening sustainable communities

CHANGE

Enterprise infrastructure



Urban regeneration



**£10.1m Towns Fund,
£4.8m match funding**

and accessibility to new

of the local skills offer
skills needs

and community centre/hub

of shared workspace and
commercial floorspace

business productivity and
scheme

ected parks, gardens and

- Delivery of new public spaces
- New and upgraded sports facilities
- Delivery of land for quality residential space in key locations
- Remediation of dilapidated sites
- Upgraded and protected theatre, arts venues, community centre and historic buildings
- Increase in capacity and accessibility to improved skills facilities

and higher skills levels

ing high quality, affordable
mercial spaces

visitors to arts, cultural and
venues

upported and new businesses

and increased innovation levels

- Increased land values
- Improved perception of place by residents, businesses and visitors
- Reduced travel to work journey times
- Higher number of visitors to arts, cultural and heritage events and venues
- More enterprises utilising high quality, affordable and sustainable commercial spaces
- New learners assisted and higher skills levels

obs and digital skills training for
es

my and supporting new
tion

able local supply chains

- Providing affordable, high quality housing for social rent, for local people
- Providing skills training for young people and adults
- Enhancing cultural assets to develop a year-round, diversified economy

SPATIAL STRATEGY

The issues that create barriers for residents in the town and limit the beneficial impacts of the visitor economy have a clear spatial distribution. The different experiences of St Ives are reflected in the roles that different parts of the town play and how they are connected. There is a physical disconnection between the year-round residents who mainly live in the top of town and the cultural, creative and visitor economy concentrated in the old town and harbour.

The rapid increase in house prices and lack of land for social and affordable housing reinforces this separation and differentiation between different parts of the town. Buoyed by visitor spending, the high street is successful with high occupancy levels compared to many towns. But the town can also get very congested, particularly in summer. With visitor numbers likely to continue to increase, more sustainable forms of transport for both residents and visitors are needed. The town has to be connected up in ways that protect and enhance the historic and natural landscapes, whilst making it easier for local supply chain firms and residents to benefit.

To deliver the three objectives set out above we have developed a clear spatial strategy and focus for investment. This has three linked but distinctive elements:

UPPER STENNACK AND PENBEAGLE

We will invest to tackle the underlying causes that lead the communities of the upper Stennack and Penbeagle Estate to be left behind. The major visitor economy focussed assets that have received significant recent investment do not benefit the local population directly enough. Our approach is to invest in the community assets and support that build social capital, improve health and wellbeing, and provide access to new skills and exposure to economic opportunities. At the top of the town, and concentrated on and around the Penbeagle Estate, we are proposing the following:

- **New social housing at the redeveloped Rugby Club site and a major retrofit programme** to improve energy efficiency in existing housing stock
- **Improved enterprise and community use space at the Leach Pottery**
- **A training café and education centre** at the large-scale community orchard and garden, adjacent to the recently funded skatepark



And what I've realised it is, that what I love the most about St Ives, and what I love about being Cornish is something that will never appear on the front page of a glossy magazine - I love the people, the culture of the town.

– Pam Vincent, age 49



TOWN CENTRE AND HARBOUR

The old town centre is the core of our high-quality hospitality, retail and cultural offer that attracts visitors and draws in spending to our town. It is also increasingly a draw for people looking to live and work remotely in the town and to establish new businesses. The evidence is clear that successful places have to continue to evolve to meet the demands of residents and visitors alike. With a shortage of office space, high property prices and use driven by the visitor economy we need to create and curate spaces for new enterprise and skills provision to support start-ups, growing businesses and enable people to access the upskilling and retraining they need to grasp new opportunities in the town. We also need to invest in the assets which will enable St Ives to extend the season and create new opportunities for residents. Our town centre also needs more affordable housing. We are therefore investing in:

- **Pedestrianisation of the town centre and associated public realm improvements**, to enable a cleaner, less congested experience for residents and businesses at peak times of the year
- **A major collaboration between the Tate St Ives and the community** to restore the Palais de Danse and create a new, digitally enabled, training, learning and enterprise hub, complementing the Coastal Communities funded Workstation project
- **Major refurbishment to the St Ives Theatre and the Guildhall**, focussed on extending the season and providing more opportunities for local children and young people
- **Affordable housing** through the Community Land Trust



CONNECTING ST IVES

Our existing rail connection and station area provides a major opportunity for a transformational approach to low carbon transport in St Ives. Our plan is to deliver a major low carbon transport hub and gateway, integrating train and bus connections with electric vehicle and eBike and e taxi travel within the town centre, supported by solar power canopies with the provision to feed back into the grid. This Hub would also incorporate a terminus for the Bay to Bay Multi-Use Trail. Connectivity and onward travel in the town will be further supported by pedestrianisation and enhanced data driven services for residents and visitors through a new LoRaWAN network and digitally enabled Heritage Trail.

Our long-term vision is for very light rail services on the St Ives to St Erth line, fully integrated with freight supplies for the town itself, dramatically reducing goods and car traffic on the roads.



1

**Low Carbon
Transport Hub**

Bay to Bay
towards
Penzance

2

**Bay to Bay
Multi-use Trail**



7

Guildhall
Renewal

6

St Ives Theatre
Regeneration

1

Fore Street
Pedestrianisation

3

Palais de
Danse Skills Hub



5

New and upgraded housing and Rugby Club

8

Leach Pottery and Heritage Trail

St Ives Skate Park
(currently under construction)



4

Jobs & skills in
local supply chains

Business Park

PROJECTS

1. Low Carbon Transport Hub
2. Bay to Bay Multi-use Trail - St Ives to St Erth
3. Palais de Danse Skills Hub
4. Jobs & skills in local supply chains
- 5a-c. New & upgraded community housing & assets
6. St Ives Theatre Regeneration
7. Guildhall Renewal
8. Leach Pottery & Heritage Trail



KEY

MAJOR INVESTMENT PRIORITY

- = An integrated, low carbon transport system
- = New skills, business, jobs and supply chains
- = New & transformed housing & community assets

SPATIAL STRATEGY

- = Upper Stennack & Penbeagle
- = Town centre and Harbour
- = Connecting St Ives
- = Bay to Bay (potential route)



ALIGNMENT WITH LOCAL AND REGIONAL STRATEGIES

This Town Investment Plan aligns with both local and regional strategies. It builds on existing strategy development and community engagement in the town, delivering on key objectives. At the regional level, our Town Investment Plan delivers key priorities in both Cornwall Council's Business Plan and the Cornwall and Isles of Scilly Local Industrial Strategy.

ST IVES TOWN INVESTMENT PLAN

LOCAL STRATEGIES

St Ives Neighbourhood Development Plan – expresses development aspirations, vision, objectives and policies for the parish and its local communities from 2015 to 2030. It sets out a vision for St Ives to be vibrant, resilient and beautiful.

St Ives Community Charter – established to deliver objectives in the Neighbourhood Development Plan. It identifies the assets that underpin the qualities fundamental to health, wellbeing, cohesion and identity of local communities and the environment.

St Ives Local Economic Strategy – sets out the economic development priorities for 2016 to 2030, building on the objectives in the Neighbourhood Development Plan. It focuses on creating a resilient local economy serving a prosperous and health community.

St Ives Business Improvement District Renewal Business Plan – their plan from 2019 to 2024 to deliver projects and services in the town centre to improve appearance and facilities, marketing and events, accessibility and security, and business support.

REGIONAL STRATEGIES

Cornwall Council Business Plan – sets the aims of the Council for 2018 to 2022 to ensure that everyone lives well and safely together, more homes and jobs are created for residents, and the environment is protected and enhanced.

Cornwall and the Isles of Scilly Local Industrial Strategy – identifies opportunities in clean energy and geo-resources, data and space, agri-food and the visitor economy, and sets out priorities for place, skills, business support, innovation and infrastructure.

Prioritisation process

This section summarises the prioritisation process used to identify the projects put forward in our Town Investment Plan.



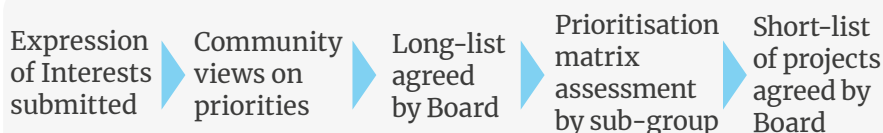
St Ives is known throughout the world as a superb holiday destination, partly because of its unique cultural history. What must not be forgotten, however, is its vibrant local community. I am very supportive of the The Town Deal which should greatly assist this community by improving the town's infrastructure, and allowing for vital diversification and sustainability in an ever changing climate.

– Janet Axten, MA Historian, age in her 70's

We have worked with the local community to develop a long list of potential projects. We were keen to draw together ideas and creative solutions from all our community, so as well as a general invitation, we actively reached out to community and faith groups, local social enterprises and creative organisations to encourage them to put forward ideas that could help deliver the vision that has been agreed.

This generated an initial long list of over 40 projects, which we then assessed using a robust project selection and management process, using the Government Towns Fund Intervention Framework and a published selection matrix to measure potential projects against (see Table 1). This included economic, social and environmental indicators to fit with local strategy and Towns Fund objectives. We then sought views on the potential prioritised list from the community via our web communications and outreach to specific organisations, before taking those into account and finalising this investment plan.

The diagram below describes our prioritisation process:



The published matrix was used to assess this long list of projects submitted to the St Ives Town Deal Board for possible inclusion in the Town Investment Plan. The scores against the criteria in the matrix were averaged, and the results were presented back to the Board. This was complemented by detailed discussions with project leads. Our final Town Investment Plan identifies three strategic transformational priorities which will be delivered through investment in eight defined projects as well as our Delegated Fund, so that we can respond flexibly to the needs of COVID-19 recovery.

TABLE 1 PRIORITISATION SELECTION MATRIX

THEME	CRITERIA	
Logistical	<ul style="list-style-type: none"> • Identified project lead • Business plan – project readiness • Deliverability 	<ul style="list-style-type: none"> • Co-funding potential • Main form of business within the boundary map
Social inclusion	<ul style="list-style-type: none"> • Community contribution – quality of life, sense/pride of place and wellbeing 	<ul style="list-style-type: none"> • Targets most deprived areas and/or those most often left behind
Green growth	<ul style="list-style-type: none"> • Contribution to carbon reduction and/or biodiversity • Local procurement guaranteed for project lifetime 	<ul style="list-style-type: none"> • Local energy generation; local production and processing; waste reduction
Regenerative economy	<ul style="list-style-type: none"> • Value for money – value added locally • Number of new year-round jobs paying Real Living Wage and/or above UK average wages 	<ul style="list-style-type: none"> • Apprenticeships and training schemes offered • Sectoral networks and synergy with existing and/or emerging projects

Projects

This section describes each of the individual projects we are proposing. It groups them together under the three major investment priorities.

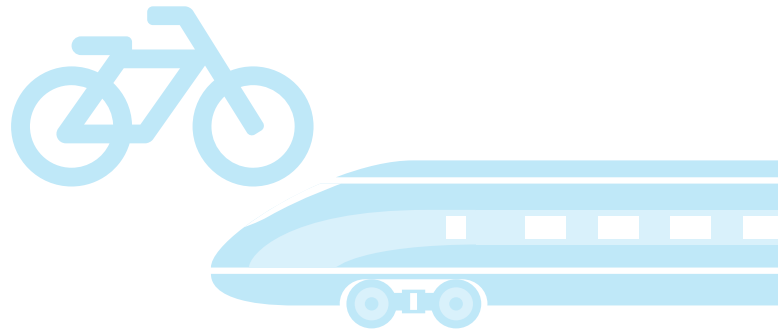
We are putting forward large-scale transformational projects, as well a number of smaller scale but high impact community projects. This combination is right for St Ives, where the evidence supports the case for investment in the network of community led assets that are best placed to provide the support residents need to access existing and new opportunities, and to protect and enhance our cultural assets. This reflects both the quantitative analysis and the consistent qualitative evidence from community and business engagement²⁸.

We will achieve scale through these projects working together, as set out in our spatial strategy above. Coordinating delivery accordingly will also avoid duplication of effort. This approach is vitally important for our town, where there is no one major project that will deliver the opportunities our communities need.



*Our total ask
of Towns Fund
is £25m*

²⁸ St Ives consultation with residents, 2020



AN INTEGRATED LOW CARBON TRANSPORT SYSTEM

- **Low Carbon Transport Hub (including pedestrianisation)**
- **Bay to Bay Multi-Use Trail – St Ives to St Erth**

Our aim is to develop a fully integrated, low carbon transport system for St Ives, connecting up the different parts of the town. This will increase commuting options for people unable to afford to live in the town centre, reducing congestion and car dependency and improving digital connectivity between visitors, residents and local businesses. The geography and location of the town means that there is a significant near and long-term opportunity to fundamentally redesign the way that transport works in St Ives, speeding up low carbon transition and making it easier for residents to access jobs and opportunities.

Local residents are increasingly travelling further from home to work in St Ives, and the nature of most visitor economy jobs means that these are not going to be major opportunities for home working. The tourist season also puts significant pressure on visitors and residents' ability to navigate the town. There are challenges around congestion during peak visitor times, causing strain on the local road system, parking and access issues, and significant carbon

emissions. The rail link via St Erth is currently constrained in terms of both station and line capacity and the area around the train station has suffered from a lack of investment and integration with the town.

We are therefore proposing to establish a new Local Transport Board, charged with maintaining a low carbon transport strategy and delivery plan and overseeing a transformational series of investments to achieve that shift, making the town centre much less car dependent and improving access for all.

The projects we set out in this Town Investment Plan are the first step in achieving that transformation, with real impact now. This will support, but is not dependent on, the aligned longer-term ambition for the existing rail link to become a higher frequency light rail service.

Our initial priority is to deliver the first phase of an integrated Low Carbon Transport Hub at the current station that links to e-vehicle last half mile connectivity to hotels and holiday lets. This will include a terminal for the Bay to Bay Multi-Use Trail and include a new eBike terminal and electric vehicle / e taxi charging facilities, alongside new and improved ticketing and welcome / information facilities for visitors. It will be designed as a standalone project, but also so that further phases can be added, including fully integrating the current park and ride service.

This first phase will also involve pedestrianisation of the town centre at peak times, following public consultation and a highly successful pilot project as part of our COVID-19 response. This will reduce car usage and congestion, lowering emissions, increasing the health and wellbeing of residents and visitors, supporting increasing footfall as the visitor economy continues forecast growth.

As part of the Low Carbon Transport Hub, a new LoRaWAN network will be created, to provide new digital information and services to residents and visitors, including learning and digital skills development.

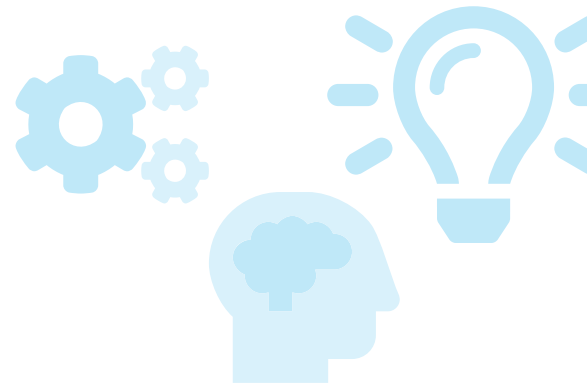
Low Carbon Transport Hub		
Funding	£3.2m Towns Fund Capital Plus £125k Towns Fund Revenue	£1.1m match funding
Outputs	<ul style="list-style-type: none"> • Upgraded train station • Upgraded bus infrastructure • Delivery of new public spaces • Remediation and/or development of dilapidated sites 	
Outcomes	<ul style="list-style-type: none"> • Reduced travel to work journey times • Increased number of trips using clean and active travel modes • Improved perception of place by residents, businesses and visitors 	



Connecting St Ives and St Erth via the Bay to Bay Multi-Use Trail will align with the eBike rental scheme, providing affordable, low carbon travel for residents and visitors to move into and around the town, reducing the need to use cars. This new infrastructure will be linked to the redevelopment of the train station into an active and sustainable transport hub, encouraging more visitors to travel to St Ives by train and move around the town by walking or cycling.

Bay to Bay Multi-Use Trail – St Ives to St Erth

Funding	£6m Towns Fund Capital Plus £125k Towns Fund Revenue	£1.5m match funding
Outputs	<ul style="list-style-type: none"> • 5 miles of new or upgraded cycle or walking paths 	
Outcomes	<ul style="list-style-type: none"> • Reduced travel to work journey times • Increased number of trips using clean and active travel modes • Improved perception of place by residents, businesses and visitors 	



NEW SKILLS, BUSINESSES, JOBS AND SUPPLY CHAINS

- **Palais de Danse Skills Hub**
- **Jobs and skills in local supply chains**
- **Delegated Fund for Renewal**

Our aim is to increase skills provision and enterprise opportunities for local people, supporting recovery from COVID-19 and meeting demand from existing and emerging local sectors. This will support the visitor economy, creative and maker businesses, and will respond to the fast-growing demand for digital skills and well connected locations, including from digitally enabled remote workers in a wide range of sectors. We are also seeking to create new green jobs and businesses in local supply chains, reducing carbon emissions and improving resilience.

The economy of St Ives is dominated by the large tourist sector, which is seasonal in nature and results in an uneven distribution of growth and wealth across the community. Diversifying the economy by extending the season and supporting innovation and new enterprises will better enable communities to contribute to, benefit from and retain growth and value creation. At the same time, high land values and a shortage of land mean that local businesses, skills providers and entrepreneurs consistently cite a shortage of appropriate space for both digitally enabled new businesses and training provision.

St Ives is well placed as part of the West Cornwall Tech Cluster and a growing digital network in Cornwall and the wider south west. We have a real opportunity to grow our own digitally skilled workforce, working with the full range of training and education organisations in the south west. This will include the South West Institute of Technology, which is now offering pre-degree and degree level apprenticeship courses, with new provision at Truro and Penwith College in Truro, but this is a journey of 25 miles, with no direct public transport. Providers have consistently cited a lack of suitable spaces in St Ives as making local provision impractical. As well as a lack of training spaces, digital workspace provision has also not kept pace with demand, due to the dominance of visitor economy and shortage of suitable buildings.

Our Workstation project, funded through the Coastal Communities Fund and scheduled to open in 2021, will provide the first, initial enterprise space in the old town. Market research conducted by the Workstation shows that demand is high³⁰.

The priority now is to complement the Workstation and create new, digitally enabled, space for training and skills, accessible to everyone in the community. We are therefore investing in a major partnership with the Tate St Ives to refurbish the historic Palais de Danse (see Figure 3) in the town centre and create a high quality, digitally enabled hub for training and skills, run in partnership with the community.

³⁰ CIC market research and consultation – 2017/18 and Town Board resident survey 2020.



Figure 3. Palais De Danse

Palais de Danse Skills Hub

Funding	£3.5m Towns Fund Capital	£8.1m match funding
Outputs	<ul style="list-style-type: none"> • Increase in capacity and accessibility to new skills facilities • Increase in the breadth of the local skills offer that responds to local skills needs • Upgraded and protected community centre and arts venue • Upgraded and protected community hub • Increase in the amount of shared workspace • 11-13 full-time equivalent jobs, 2 apprenticeships and 2-3 internships 	
Outcomes	<ul style="list-style-type: none"> • New learners assisted and higher skills levels • More enterprises utilising high quality, affordable and sustainable commercial spaces • Increased number of visitors to arts, cultural and heritage events and venues 	

We are also investing in community led training and enterprise growth in the top of the town and Penbeagle area, where our most deprived communities are concentrated, this includes a new training café and learning centre, and vertical farm, located at the large-scale community orchard and garden.

St Ives also has a significant opportunity to shorten supply chains for the visitor economy and to create new skilled jobs and reduce carbon emissions at the same time. Local sustainable food production and processing to supply the accommodation and food services sector and linking up local makers of ceramics and textiles with hotels, restaurants and holiday rentals will increase resilience and reduce environmental impact.

“

We need more opportunities to keep our young people here and keep our town thriving.

– Naomi Cliff, age 52



These interventions require well targeted investment, that can have significant impact for a relatively small amount of funding. For example, through the Town Deal Accelerator Fund, we have secured £50k to fund Smeatons Pier Fish Landing and Selling facilities. This will enable a local fishing co-operative to upscale their successful enterprise of selling directly off the boat to the public, which was formed in the face of collapse of traditional demand from auctions and wholesalers during COVID-19.

Jobs and skills in local supply chains

Funding	£940k Towns Fund Capital Plus £28k Towns Fund Revenue	£167k match funding
Outputs	<ul style="list-style-type: none"> • Increase in capacity and accessibility to new or improved skills facilities • Increase in the breadth of the local skills offer that responds to local skills needs • Increase in the amount of shared workspace • New, upgraded or protected parks and gardens (3,000 trees planted) • Delivery of new public spaces • 5 full-time equivalent jobs 	
Outcomes	<ul style="list-style-type: none"> • Almost 6,650 learners assisted and improved skills levels • Increased number of enterprises utilising high quality, affordable and sustainable commercial spaces • 35,000 visitors to arts, cultural and heritage events and venues 	

COVID-19 RENEWAL

There are a number of projects which are already clearly defined and make a strong case for investment, now. But we also know that COVID-19 recovery and renewal will create new requirements and opportunities for investment, often small scale, but vital in securing the future of community assets and organisations.

We are therefore proposing to establish a delegated fund, using Town Fund

Capital, with Cornwall Council's wholly owned development company (Cornwall Development Company) as Accountable Body to deliver the fund. The fund will have clear criteria to provide tailored business support for SMEs, start-ups and scaleups around innovation, operations and trade. All projects would need to be delivered during the lifetime of the fund.

Delegated Fund for Renewal		
Funding	£900k Towns Fund Capital Plus £100k Towns Fund Revenue	£500k match funding
Outputs	<ul style="list-style-type: none"> • Increase in the amount (and diversity) of high quality, affordable commercial floorspace with 500 sq. m of buildings improved • Support enterprise and business productivity and growth – supporting 35+ SMEs with innovation, operations, trade, collaboration and resource efficiency and 5+ start-ups/scaleups; creating 10+ new products/services • Deliver £1.35m investment to local SMEs through a grant scheme • Delivery of new public spaces, including enhanced community, training and public space (e.g. Richmond Gardens) • Create/safeguard 35+ new jobs (10 of which will be high skill) and 6 full-time equivalent jobs 	
Outcomes	<ul style="list-style-type: none"> • Existing businesses supported and new businesses encouraged to start • Raised productivity and increased innovation levels • Increased number of enterprises utilising high quality, affordable and sustainable commercial spaces 	



NEW AND TRANSFORMED HOUSING AND COMMUNITY ASSETS

- New and upgraded housing and Rugby Club
- St Ives Theatre Regeneration
- Guildhall Renewal
- Leach Pottery and Heritage Trail

Our aim is to provide land for additional affordable, key worker and extra care housing (approved in the Neighbourhood Development Plan) and retrofit of existing housing stock to improve energy efficiency. We also want to ensure that our cultural and community focused organisations and assets are upgraded so that they can provide access to new skills and employment opportunities for local residents as COVID-19 recovery gathers pace.

HOUSING

St Ives has a shortage of social and affordable housing, and when combined with a lack of available land and low levels of affordability, it means that buying and renting property in the town is out of reach for many, especially younger people. The case for investment here is in two parts of the town.

Firstly, intervening in the old town centre, through the Community Land Trust, to create new social housing with places for long-term residents to live alongside the fast growing holiday rental market.

Secondly, using available land at the top of the town to create new affordable homes for key workers, alongside refurbished sports facilities, and extra care housing. We are proposing a major repositioning and refurbishment of the Rugby Club (see Figure 4), which is on land owned by Cornwall Council and is in need of substantial investment. There are no high quality sports facilities for the community in St Ives and this project will free up land to both create new homes and better facilities for an organisation that has long been a core part of the community.



I enjoy the natural coastline, the beautiful beaches and the close community. It just needs more incentive for young people to stay

– Tallulah Bull, age 16

*Figure 4. Rugby Club
Redevelopment and
Housing plans*



We are also investing in improving the energy efficiency of existing housing stock. LiveWest, a housing association and the largest social landlord in the south west, will deliver the retrofit of 361 homes for social rent, as well as new cycle parking and community bike scheme, and new waste and recycling facilities.

New and upgraded housing and Rugby Club		
Funding	£4.3m Towns Fund Capital Plus £125k Towns Fund Revenue	£3.7m match funding
Outputs	<ul style="list-style-type: none"> • Delivery of new public spaces • New and upgraded sports facilities • Delivery of land for quality residential space in key locations • Remediation of dilapidated sites 	
Outcomes	<ul style="list-style-type: none"> • Increased land values • Improved perception of place by residents, businesses and visitors • Reduced travel to work journey times 	

COMMUNITY AND CULTURAL ASSETS

St Ives does not have many of the anchor community institutions of larger towns, such as a college, multi-use hub or a large enterprise centre. Community focused assets here are much smaller, and provide a vital network of benefits including socialising, clubs and events and pastoral support. St Ives' strong community is served by an array of faith, theatre and sporting groups and a diverse cultural and heritage offer.

To continue delivering essential support, St Ives' community hubs need investment and support. The strategic and economic case for this kind of investment in the town is demonstrated by the £450k investment by Government through the Town Deal Accelerator Fund to deliver the

design, build and finish of a new state-of-the-art skatepark on the Penbeagle Estate. This is an important project to support health and wellbeing and develop community capital in a relatively deprived part of our town and is a core part of the wider programme of investment set out in this Plan for that part of the town and its communities.

We have prioritised three projects. This includes transforming the home of St Ives Theatre with new café/bar and reception area and extended auditorium. This will lengthen the season, improve the visitor experience, and support further expansion of theatre opportunities for local children and young people.



St Ives Theatre Regeneration

Funding	£1.5m Towns Fund Capital	£195k match funding
Outputs	<ul style="list-style-type: none"> Upgraded and protected theatre and historical building 8 full-time equivalent jobs 	
Outcomes	<ul style="list-style-type: none"> 24,000 annual visitors to arts, cultural and heritage events and venues and 2,000 youth attendees to performing arts activity centre Improved perception of place by residents, businesses and visitors 	

Another project is to deliver major upgrades to the Guildhall building to extend the offer of this vibrant and locally focused live event and performance venue.

Guildhall Renewal

Funding	£897k Towns Fund Capital	£205k match funding
Outputs	<ul style="list-style-type: none"> Upgraded and protected arts venue and historical building 5 retrained and upskilled staff 2 full-time equivalent jobs 	
Outcomes	<ul style="list-style-type: none"> 24,000 visitors to arts, cultural and heritage events and venues Improved perception of place by residents, businesses and visitors 2 new enterprises utilising high quality, affordable and sustainable commercial spaces 	

We are investing in the major expansion of the unique skills and education asset at Leach Pottery. This will strengthen skills provision and training, create year-round jobs and generate additional opportunities for local people. The development includes community access to facilities and learning, a training studio to expand the apprenticeship programme and international residency space. The Leach Pottery will also become the hub for an immersive heritage and contemporary trail of St Ives, using Virtual and Augmented Reality technology.

Leach Pottery and Heritage Trail		
Funding	£3.2m Towns Fund capital plus £60k Towns Fund revenue	£637k match funding
Outputs	<ul style="list-style-type: none"> • Increase in capacity and accessibility to improved skills facilities (211 sq. m arts training and community facilities) • Upgraded and protected arts venue and community centre • 4 full-time equivalent jobs and £7m GVA impact 	
Outcomes	<ul style="list-style-type: none"> • New learners assisted – 2,020 residents & businesses and 450 school children and young people, and 7 apprenticeships • 3,000 additional visitors to arts, cultural and heritage events and venues • Improved perception of place by residents, businesses and visitors 	

Engagement and delivery

This section sets out the extensive community and business engagement carried out to shape and codevelop this Town Investment Plan. It summarises how this Plan was developed and sets out a forward engagement and delivery plan.

COMMUNITY AND BUSINESS ENGAGEMENT

Our Town Investment Plan builds on a strong foundation of extensive community engagement carried out for the Neighbourhood Development Plan (2013–15), Local Economic Strategy (2015) and Community Charter (2015). The Neighbourhood Development Plan and work of the Coastal Communities Team has developed a strategic economic and community vision for the town and strong working partnerships between the public, private and community and voluntary sectors.

We have built on these strong foundations to shape the engagement for the Town Investment Plan. We have reached out to our communities and have involved local business representatives, such as the St Ives Business Improvement District, businesses (including hotels and services sector) and investors/developers.

APPROACH

We carried out intensive communication and extensive consultation to codevelop and shape our Town Investment Plan. We have ensured that our Plan is both business-led and community based, providing a plan that works for everyone living and working in the area. A Stakeholder Engagement Plan was produced in May 2020 and an independent Communications Company was commissioned to undertake this work on behalf of the Town Deal Board. We then reengaged the community on emerging priorities and investments via the Town Board website and outreach through the organisations represented on the Town Board.



Our approach to engagement aimed to:

- Build awareness of the project and what it can and cannot do
- Give the entire community of St Ives the opportunity to take part and to be aware and understand St Ives Town Deal
- Gain input from as wide a range of residents and businesses as possible to guide the development of the eventual Town Investment Plan
- Encourage expressions of interest and project ideas from stakeholders not already involved in the process
- Show transparency and accessibility of the Board and their discussions
- Provide measurable reach and engagement with outputs and outcomes

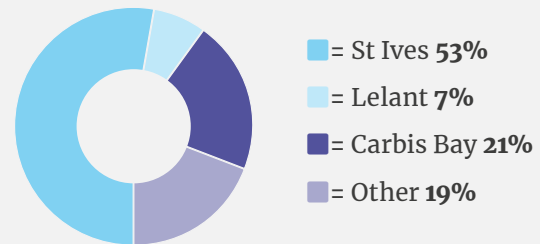
COMMUNITIES

We engaged with our communities through two major consultation rounds (postal and online), social media and the Town Deal website.

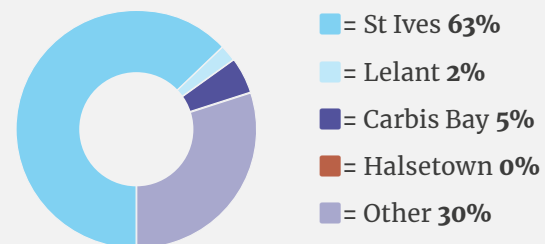
Our consultation survey received 1,069 responses, 917 online and 152 via post. As Figure 5 shows, 53% of respondents live in St Ives and 63% work in the town. In terms of the age profile of respondents, young people under the age of 17 were the highest age group (37%), followed by 31% in the 41 to 60 age group. Most respondents (51%) are in employment. Around 13% were unemployed and 16% retired, demonstrating that we successfully engaged with usually hard to reach groups.

Figure 5. Profile of survey respondents³¹

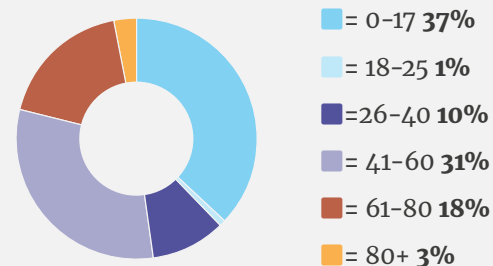
LIVE IN



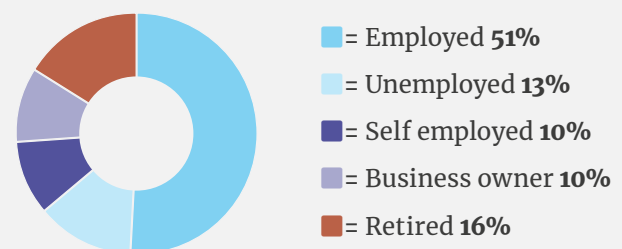
WORK IN



AGE



EMPLOYMENT STATUS



³² Please note, 906 of 1,069 answered about where they live; 848 of 1,069 answered about where they work; 1,064 of 1,069 answered their age; 1,006 answered about their employment status

The response method showed slightly different trends:

- Online priorities included sports facilities and provision for young people
- Postal respondents also prioritised young people, but also low-cost housing

We asked respondents to indicate which projects they liked the most (see Table 2). Training facilities and apprenticeships for young people received 11.5% of total responses. Almost 10% of responses were in favour of low-cost housing and a further 9.3% were in favour of improved community and youth facilities around Penbeagle.

TABLE 2 COMMUNITY FEEDBACK TO PROJECT IDEAS

Improved sports facilities	755
Training facilities and apprenticeships for young people	600
Low cost housing	511
Improved community and youth facilities around Penbeagle	487
Low carbon transport – buses, cars, and electric bikes	453
Investment in small business and start-up businesses	433
Local renewable energy generation	431
Better cycle routes linking St Ives with the wider area	406
Digital skills and technology training and development	365
Fish processing and selling facilities	307
More facilities for cultural and heritage industries	277
More business workspace	202



Many of the suggestions and ideas coming from our community engagement have been shaped into projects for inclusion in our Town Investment Plan.



YOUNG PEOPLE

We held a St Ives Youth Summit in February 2020 that brought together almost 50 young people in the town. We used the Summit to discuss barriers to opportunity that young people felt were important. This included how space is used in the town, safety and wellbeing, activities and local employment opportunities.

STAKEHOLDER AND BUSINESS ENGAGEMENT

We reached out to local businesses and investors, education providers and public sector institutions through a range of methods. This included subgroups, public Zoom meetings, targeted social media campaigns and the Town Deal website. Our Town Deal Board has strong private sector representation. We began the engagement phase of this work as the COVID-19 crisis was unfolding, which made wider business engagement challenging, particularly given that many of the employers in the town are in hospitality and retail.



TOWN DEAL BOARD

Our Town Deal Board includes representatives from the private, public, voluntary and community sectors with an active interest in community regeneration. They have met fortnightly since March 2020 to shape and guide the evidence gathering, community engagement, vision and objective development, and project prioritisation and design. The St Ives Town Deal board comprises 30% private sector representatives.

We have created subgroups with expertise in specific thematic areas or sectors to generate ideas. This includes housing, business and finance, food and fisheries, green energy and transport, culture and heritage, digital and connectivity, sustainable tourism, sport and wellbeing, young people, and skills and training. Each subgroup was led by a Board member, but open to anyone to attend. This was widely publicised.

The St Ives Town Deal board comprises

30%

private sector representatives





What I hope for in the future is a town where my kids have places and events to enjoy and make memories like we did.

- Jill Eldridge, age 52

DEVELOPING THIS PLAN

The Board have worked collaboratively to develop the narrative and priorities in our Town Investment Plan, identifying the opportunities and challenges, based on the existing evidence base and engagement, setting the objectives of the Plan, and identifying suitable projects.

The process for developing our Town Investment Plan has included:

- Reviewing the available evidence
- Designing and carrying out a comprehensive engagement process with local communities and businesses
- Subsequent work to develop and sharpen our propositions:

- Prioritising a long list of projects using our selection matrix
- Undertaking outline business case preparation work with relevant organisations and partners in the town, so that local people have been directly involved in project development and design

- Working with MHCLG to test our priority projects against the Government guidance as this has emerged and testing our propositions with the Towns Hub via a Challenge Session and responding to comments arising from this session
- Further consultation with the community and a wide range of groups and organisations in the town to seek and respond to feedback and input to the agreed set of interventions that we are putting forward.

Our Town Investment Plan has been approved by the Towns Deal Board on 21st January and was agreed for submission by Cornwall Council's S151 Officer on 26th January.



The support everyone has for each other in St Ives is special - I think more young people as a result of lockdown will be staying in St Ives and working for themselves which in itself is a real challenge with housing costs.

- Molly Hocking, age 20

FORWARD ENGAGEMENT PLAN

The Town Board are committed to continuing this broad based and highly effective process of community and partner engagement.

Our initial forward plan is set out below:

February 2021	Establish a new Local Transport Board to oversee the further development and implementation of our long-term vision for low carbon transport.
Following Heads of Terms	Ensure that local people and groups are engaged in the business case development process, further shaping and refining projects.
Monthly	Hold Town Board meetings to ensure Heads of Terms and business cases are developed in a way that is consistent with the overall vision and Town Investment Plan aims.
Quarterly	Hold a Town Board Forum (online initially) to provide a public forum for communicating and discussion progress.
Regular	Update the website and post news with a feedback loop back to the Board.

DELIVERY PLAN

For all projects business cases to the level reflecting funding asks and match funder requirements will begin to be developed in Spring 2021 as soon as Heads of Terms agreement is secured with Government.

Cornwall Council will be the accountable body for funding, including the Delegated Fund, and oversee delivery. The Council has an excellent track record of major transport, housing and enterprise related development. The Tate and Council will form a joint delivery group for the Palais project. The Tate also has an excellent track record of delivering major capital projects in sensitive historic buildings. Delivery and management of the

digital training space will be contracted from a commercial or social enterprise partner with suitable market expertise, and securing community access and used in line with the legal covenant on the Palais de Danse.

Major investment priority	Major Milestones / Next Steps	Shovel Ready (or element)	Delivery Lead
An integrated low carbon transport system	Low Carbon Transport Hub (including pedestrianisation) Establish Local Transport Board – March 2021 Pedestrianisation – May 2021 Planning for Hub Phase 1 – autumn 2021 Phase 1 build – 2022 Bay to Bay Business case development – April 2021 to September 2021 Land, EIA (if required) and preliminary design – July 2021 to February 2023 Planning application determination (if required) – February 2023 Detailed design and construction – March 2023 to December 2025	Yes – Pedestrianisation element	Cornwall Council, with Local Transport Board
New skills, businesses, jobs and supply chains	Palais de Danse Skills Hub Secure Heritage Lottery funding Public consultation and detailed design – 2021 Secure planning – 2022 Refurbishment begins – 2023-24 Jobs and skills in local supply chains Build to be integrated with Skate Park development over 2021/22 Delegated Fund for Renewal Cornwall Council to publish criteria and prospectus with Town Board – April /May 2021 (when Heads of Terms signed) Recovery focussed awards to be made in 2021	Yes – Training Café and learning space	Tate St Ives and Cornwall Council
New and transformed housing and community assets	Finalise detailed design and commence refit for St Ives Theatre Regeneration and Guildhall Renewal – late 2021 Community Land Trust housing – planning secured; complete in late 2021 Rugby Club Finalise agreement with Rugby Club – spring 2021 Secure planning – autumn 2021 Build begins – 2022	Yes – St Ives Theatre and Guildhall CLC Housing Housing Retrofit	Cornwall Council Community Land Trust St Ives Theatre St Ives Town Council



GOVERNANCE

Our strong partnership working ethic will continue through this journey. The ongoing delivery of the St Ives Town Investment Plan will be governed by the St Ives Town Deal Board, which will continue to include representation from the public, private and third sectors.

The St Ives Town Deal Board will:

- Continue to set and agree strategic direction and priorities
- Review and support progress of agreed objectives, including the delivery of the identified priority projects
- Oversee evaluation activity
- Make recommendations to the accountable body

Cornwall Council, the lead Council for the Town Deal, will be the accountable body for all four Town Deals in Cornwall. Cornwall Council will have responsibility for managing and

administering funds on behalf of the Town Deal Board, reporting on performance, and ensuring appropriate governance and assurance are in place.

Cornwall Council are in a unique situation with four Town Deals. With this comes the opportunity to combine efforts and resources that complement and support all four towns. With this in mind, Cornwall Council will achieve economies of scale by providing a Programme Management Office (PMO) function as part of future delivery arrangements that supports all four towns and delivers against the Town Investment Plan objectives. PMO and delivery costs are included in the projects, totalling 1.5% of the Towns Fund ask overall.

The PMO will oversee the delivery of the Town Deal projects and advise the Town Deal Board on progress.

The projects for which we are seeking investment from the Town's Fund have been prioritised to ensure we do the things that will have most impact now, whilst also catalysing and supporting future investment.





St. Ives
Town Deal

 www.stivestowndeaal.org.uk