



# St Austell Town Plan 2012



**Produced by St Austell Town Council  
with the help and guidance of  
residents and visitors to the town**



# Welcome to the St Austell Town Plan

I am very proud to be Mayor of St Austell, the largest town in Cornwall and the town where I have lived for the last 43 years. St Austell is a tremendous place to live and work in and I consider myself very fortunate and honoured to represent this wonderful community. This Town Plan is a big step forward for our community and for the Town Council's elected Members who represent the community.

In these pages we set out the main findings from the consultation with the community that has taken place over the last four years and summarise what local residents want.

We set out what changes and improvements are necessary and desirable in the town over the plan period and we suggest how these might take place, and who should be making sure that it all happens. St Austell, like other towns and cities, faces a number of challenges in these uncertain economic times, but has tremendous strengths and potential which we hope to harness to deliver our vision and this plan.

It is important to stress that a plan such as this needs members of the community, elected and unelected, to take an active part in helping to deliver the aspirations contained in its pages. We hope, therefore, that more and more members of our community will take an interest in our proceedings, and will want to contribute in some way to our work.

**Sandra Heyward**  
**Mayor of St Austell**

**May 2012**





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# Why we need a Town Plan

## ● Background

St Austell is facing tremendous challenges. There is considerable pressure for more development; a number of large scale developments are in the pipeline. Growth is important for the local economy and more and better paid jobs are required for future generations. However, local infrastructure is struggling to cope with current demands and economic constraints make major investments in new infrastructure less likely than in the past. At the same time as needing growth there is a need to preserve green field sites as far as possible for future food production and to preserve the very character and identity of St Austell.

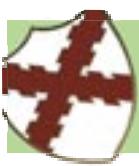
St Austell Town Council has worked to develop an action plan and identify priorities based on the work previously undertaken under the Market and Coastal Towns Initiative, research undertaken by Cornwall Council and its former authorities, and surveys and consultations undertaken by the Town Council, itself, both with individuals and businesses in the St Austell area.

Town Plans should be based on consultation with the community and be designed to help communities such as ours have a greater say in their own affairs. They aim to articulate the vision which local people have of the future of their town and can cover anything that is relevant to the people who live and work there, from social housing to places for children to play. Plans usually propose a range of actions, objectives or projects that will enable that vision to be realised over time and identify those people or organisations who should take responsibility for delivering those objectives.

It is also timely for Town Councils to develop plans for their work into the future, based on consultation with the community, as the Government has committed to putting more functions and responsibilities to the lowest tiers of local government and is keen to empower communities to play a greater part in their local affairs. The Localism Act seeks to promote these measures.

Town Plans can also be used as building blocks in the development of neighbourhood plans. This is a new initiative being trialled by the Government to help encourage the local production of development plans which will supplement other planning documents and guide future economic growth and housing development in local areas with support from local communities.





# Who will use the Town Plan?

The Town Council commits to driving forward this Plan, and many of the objectives proposed within these pages will be for the Town Council to deliver.

We know that the work of many agencies and organisations impact on our lives, and we need to be able to give them our agenda and clear messages about what we want to achieve in our community. Therefore we need to work in partnership with them, looking ahead, so that they can respond to our proposals and our aspirations. We need to be pro-active rather than reactive, and we can best achieve this by being very clear about where both the Town Council and the community want to be in the next 5-10 years, through the publication of the Town Plan. Our partners, both now and in the future, will benefit from the clarity of proposals and see us as a key partner in their work.

In addition to the Town Council, therefore, we also see Cornwall Council as one of the key users of this Plan, referring to our intentions for housing development, for economic regeneration, for improvements to infrastructure, and for the joint development of initiatives that will support the people of the Town.

## ● Consultations

In 2007 a steering group was formed to take the St Austell Market and Coastal Towns Initiative (MCTI) forward. A wide range of consultation events were held in 2007 and 2008 to inform the production of a strategic plan for the wider St Austell area. This was produced in 2008. The new Town Council was formed in 2009 and one of its first actions was to consult residents of the St Austell parish on their priorities. This consultation process was completed in the summer of 2009. Subsequently, the Town Council have consulted businesses in a formal survey undertaken at the end of 2010 and through a number of subsequent group and forum meetings.

The Town Plan builds upon all of these pieces of work and will be the subject of further consultation in order to ensure its validity and support within the community. Once adopted it will be a very powerful tool to support lobbying on behalf of the area.





## ● The way in which we work

Parish and Town Councils are allowed to raise money through a compulsory “precept” which forms part of the council tax collected on their behalf by Cornwall Council. They can also obtain grants for specific projects from Cornwall Council, Government departments and charitable foundations.

The way in which Parish and Town Councils work is very strictly controlled through Standing Orders, Codes of Conduct and legislation. Within that framework, the Town Council enjoys good levels of debate in order to reach conclusions and welcomes input from the public on any matter that you think we can help with.

The Town Council meets every six weeks as a full Council and has a Planning Committee which meets every three weeks as well as a Community Committee and a Finance and General Purposes Committee, both of which meet four or five times a year. All meetings are publicised. The Town Council publishes in advance the business it plans to discuss in the form of an agenda posted on notice boards and its website.

Members of the public are urged to look at the forthcoming agenda for each meeting, so that they know what is to be discussed and decided so that they may give their views. The Town Council also publishes its minutes on its website and is happy to make them available to anyone who is interested.

## ● How do you give your views?

Our meetings are open to the public, although normally the public can only speak during the public participation session which is a period of time set aside near the beginning of every meeting to allow members of the public to raise matters with their Councillors.

If the issue is on the agenda, we can usually discuss it there and then and make decisions about it. If not, we take the matter forward to the next meeting as an agenda item. There may be occasions when dealing with sensitive staffing matters or confidential contract negotiations that we will exclude the public and the press from the meeting for those particular items. These however are few and far between.

People can also contact councillors individually and raise issues and concerns directly with them. Contact details for councillors can be found on the Town Council website which also publishes dates, agendas and then minutes for all of our meetings.





# Setting the scene

## ● General

St Austell is situated on the south coast approximately ten miles (16 km) south of Bodmin and 30 miles (48 km) west of the border with Devon. It is the largest town in Cornwall. In the 2011 census the population was 22,658 (larger than Truro which had a population of 20,920). Over the last 10 years, the area has seen population growth of 13% which is much greater than the average growth in Cornwall (7%).

The main local authority is Cornwall Council, the unitary authority created as part of the 2009 structural changes to local government in England. The six former Districts and the former Cornwall County Council were abolished and replaced by Cornwall Council on 1 April 2009. Also on 1 April 2009, four new parishes were created for the St Austell area. They are:

- St Austell Town Council covering Bethel, Gover, Mount Charles, Poltair and Holmbush; represented by 20 councillors.
- Carlyon Parish Council covering Carlyon Bay and Tregrehan; represented by 9 councillors.
- St Austell Bay Parish Council covering Charlestown, Duporth, Porthpean and Trenarren; represented by 7 councillors.
- Pentewan Valley Parish Council covering Tregorrick, Trewhiddle, London Apprentice and Pentewan; represented by 9 councillors

## ● Redevelopment

On October 29, 2009, the White River Place shopping centre opened at St Austell. White River Place is helping transform the town into a major shopping and leisure attraction, serving 250,000 residents and 1.5 million tourists every year. Spread over five acres, the mixed-use scheme includes 14,400m<sup>2</sup> of retail space, restaurants and cafes, a four screen cinema, 69 homes and a 550-space underground car park.

A number of civic pride improvement projects have been undertaken around the town centre and a major refurbishment scheme for Fore Street, the traditional main shopping street, has commenced and is due to be completed in 2012.

St Austell faces an exciting future; the area will potentially attract very large investments over the next few years. A large development at the beach at Carlyon Bay comprising over 500 dwellings, shops and restaurants has recently received outline planning permission. Work is reasonably advanced with the early phases of an eco community incorporating over 5000 houses and further significant developments are also being planned to the south, north and west of St Austell.





## ● Economy

In 1759 chemist William Cookworthy discovered the secret of utilising the very high quality China Clay which is found in great quantities in the hills north of St Austell. Clay mining soon took over from tin and copper mining as the principal industry in the area, and this eventually contributed enormously to the growth of the town.

The clay industry really only came into its own during the mid 19th to early 20th century, at a time when the falling prices of tin and other metals forced many mines to close down or convert to clay mining. The success and high profitability of the industry attracted many families whose breadwinner had been put out of work by the depression in the local metal mining industry, and increased the population of the town considerably. This meant that more shops and businesses

took root, providing more jobs and improving trade. This, along with other factors, led to St Austell becoming one of the ten most important commercial centres of Cornwall.

The china clay industry now employs less than 2000 people, a fraction of the workforce in the early 20th century. However, the industry still achieves a very high annual output only marginally below peak production levels.

The town's economy is supported by its town centre shops, tourism, public sector administration and supporting businesses. Traditional industries such as agriculture and fishing remain important in the wider St Austell area. Locally sourced foods are promoted in local restaurants, shops and a small weekly produce market held in the town centre.

The vast majority of the St Austell area is served by superfast broadband and the town received a national award from Google in 2012 for the extent and quality of its use of the internet.



## ● Tourism

Tourism is increasingly important to St Austell's economy. Visitors to the town and surrounding area make a big contribution to the local economy. Tourists are drawn to the area by the nearby beaches, industrial heritage, quaint harbours, beautiful countryside and famous attractions such as the Eden Project and the Lost Gardens of Heligan.

The Eden Project is a major employer in the area and is world renowned not only as a tourist attraction but also for its contribution to sustainability and environmental issues globally. The Lost Gardens of Heligan are one of the most picturesque and intriguing gardens in the United Kingdom. This award winning restored garden has featured on television numerous times and continues to attract visitors all year round to its Georgian gardens in a wonderful natural setting. The Wheal Martyn Museum and Country Park, two miles north of the town, tells the story of the men, women and children who lived, worked and played in and around the local china clay works in the era of the development and expansion of clay as the premier industry in the St Austell area. St Austell is home to a number of leisure facilities, an excellent cinema, a ten pin bowling centre, several public houses and restaurants, numerous high street retailers and independent shops, all of which cater for tourists. A small but interesting and popular museum opened in the Town's historic Market House in 2011.

The town is served by a number of excellent hotels some of which have been established for many years. In 2010 the four star Cornwall Hotel and Spa Estate opened and further quality tourism facilities are planned for the Beach at Carlyon Bay.

The first Torchlight Carnival took place on 21 November 2009 and is now an important annual event in St Austell's calendar. This initiative was spearheaded by a small group of volunteers supported by the new Town Council, in response to public demand voiced through surveys conducted both for the MCTI plan and by the Town Council on its inception.





## ● **Transport**

St Austell has a main line railway station with regular services to and from Plymouth, Exeter, Bristol and London in the east. Newquay can be reached by train via Par. There are also three services, on most days, to the north of England and Scotland. To the west services extend to Truro, Camborne, Redruth and Penzance. Falmouth can be reached via Truro and St Ives via St Erth. Newquay Airport is only a little more than a half hour drive to the north.

The Town's bus station faces the entrance to the railway station. National Express coach services call here, a dedicated link operates to the Eden Project and local buses operate to villages and other towns such as Fowey and Mevagissey. The town can be accessed by the A390 which bypasses the town to the south on its way from Liskeard to Truro, by the A391 from Bodmin, or by the A3058 from Newquay. In addition there are the B3273 to Mevagissey, the B3274 to Padstow and the A3082 to Fowey.

## ● **Deprivation**

Deprivation is measured nationally across a range of factors – employment, income, skills and education, crime, health, living environment, access to services and affordable housing.

The St Austell town area has 3 areas that are assessed as being in the most deprived 20% in the country, with one being in the top 10% of deprived areas.

Over a third of children aged under 16 are classified as living in poverty in both Gover and Mount Charles (north west) areas of St Austell. These areas also see around a quarter of the working population unemployed and claiming benefits. Overall unemployment in St Austell equates to 13.3% of the working age population which compares with 11% for Cornwall as a whole and 8.3% nationally.

## ● **Education**

Cornwall College St Austell is a Further & Higher Education institution incorporating the former St Austell Sixth Form Centre and Mid Cornwall College of Further Education. The College is based at John Keay House, which is also home to the college group's headquarters. It is a well respected partner in the Combined University for Cornwall partnership and has received excellent Ofsted reports.

St Austell has two comprehensive schools, Poltair School, formerly the grammar school, which is a specialist College in Sport and Penrice Community College which is an academy with specialist ratings in languages and applied learning and training. St Austell has 7 primary schools either within the town or nearby: Charlestown County Primary School, Bishop Bronescombe C of E VA School, Carclaze Community Primary School, Mount Charles School, Pondhu Primary School, St Mewan Primary School, and Sandy Hill Academy.





## ● Sports

St Austell has a well established and very successful Rugby Club with excellent facilities situated at Tregorrick Park. The club is growing in strength, has gained promotion in recent years and has strong junior and youth teams. The first team lost narrowly in the final of the Cornwall Cup in 2012. Also located at Tregorrick Park are St Austell Tennis Club, which has six all weather courts and caters for both senior and junior players and St Austell Running Club which despite only being established in 2007 has approximately 270 members.

St Austell Football Club was formed in 1890. In May 2009, the club won the Cornwall Senior Cup and was runners up again in 2011. The club enjoys good facilities in Poltair Park and has recently upgraded its spectator facilities and installed floodlighting to the main pitch.

St Austell Bowling Club, also situated in Poltair Park, has over 100 members and can trace its roots back almost 200 years. It is a very active and sociable club who were recognized for their hard work and commitment by achieving "Club Mark Accreditation" in 2011. The club does excellent work with young people and the disabled.

A third sports club in Poltair Park is the St Austell Rifle Club which provides shooting facilities for both sighted and blind members.

Wheal Eliza cricket ground is the home of St Austell Cricket Club, and is also used for Minor Counties matches. The Club has a current membership of 120 playing and non-playing members, a youth section of over 100 members, runs a ladies team and regularly supports disabled cricket.

St Austell has three golf courses, a range of private and public centre leisure facilities, is central to a number of cycleways and walks and is ideally located to take advantage of maritime activities in St Austell Bay. Sailing clubs exist at Porthpean and Pentewan and a rowing club operates from Charlestown.

## ● Health services

Residents of St Austell area are more likely than average to report suffering from limiting long term illness. The area also sees high rates of teenage pregnancy, with the neighbouring St Blazey area having the highest rate in Cornwall.

St Austell has its own hospital, St Austell Community Hospital, formerly called Penrice Hospital. The hospital has a minor injuries unit and busy maternity and outpatients departments. The main Royal Cornwall Hospital at Treliske, Truro handles more serious cases. There are also two very important hospices on the outskirts of the town one of which specialises in care for children with life limiting illnesses. A number of rehabilitation and care homes exist throughout the town although a shortage of facilities for homeless young people has been identified as an issue in the area.

## ● Emergency services

St Austell has a modern Fire Station and the Ambulance Station on the same site has had improvements in the latter part of 2011. A modern police station is located not far away in Palace Road.

## ● Faith communities

The parish includes eight churches, including the 13th century Holy Trinity Parish Church, a very good example of a Quaker Meeting House, four Methodist chapels, the Salvation Army, a modern Roman Catholic Church, a Baptist Chapel and some independent churches.

The faith communities are very active within the town and make a very significant and important contribution to the wider local community.





# Our vision for St Austell

We are excited and encouraged by improvements and the growing optimism flowing throughout St Austell despite the current difficult economic times. St Austell town centre is performing well and considerable private and public sector investment is expected in and around the town in the next few years. St Austell has also been identified by Cornwall Council as the Green Capital of Cornwall and as a priority for regeneration and growth.

Our vision for St Austell is that:

"St Austell will be an inspiring town that reflects its historic past but adapts and embraces the future. It will have a diverse thriving economy based upon a wide range of industries. It will be sensitive to and reflect its varied environment and live up to its label of "Green Capital of Cornwall".

St Austell will strive to be a balanced and inclusive community, proud of its social and industrial heritage, yet keen to realise its potential. It will have excellent leisure and cultural facilities and make the most of its resources, both human and natural. It will have a lively, interesting town centre and a range of facilities which will combine to make St Austell a welcoming, engaging destination for both visitors and local residents. Housing, transport and other infrastructure will have adapted to the developing character of the town and be robust enough to support a growing population."

The plan that follows sets out how we aim to deliver this vision and is divided into five themes to help group the proposed actions in logical groupings. The themes are:

- Environment
- Economy
- Leisure and culture
- Social and community
- Infrastructure





# Environment

## Aim

To make St Austell the “green” capital of Cornwall through the support and implementation of a range of initiatives encouraging businesses and residents alike to take up the challenge and make changes to their every day lives for the greater good of the Town and its wider environment.

## Strategic objectives

- Develop a green charter for St Austell.
- Improve the character and vitality of the town while treasuring the best historic elements.
- Explore how best to influence emerging planning policy and create a neighbourhood plan or plans and supplementary planning documents for the St Austell area and to improve design generally to better reflect the ethos of the St Austell, St Blazey and China Clay Area Regeneration Plan.
- Undertake a green space audit for St Austell and consider future management arrangements in conjunction with Cornwall Council and other agencies.
- Promote a St Austell in Bloom initiative and encourage community involvement in the development and management of local projects.

## Green charter for St Austell

### ACTION: Develop a Green Charter

PARTNERS: Eden Project, Cornwall Council, Developers

TIMESCALE: 2013

The St Austell, St Blazey and China Clay Area Regeneration Plan incorporates a vision of establishing the St Austell, St Blazey and China Clay area as the “green capital” of Cornwall bringing investment in sustainable employment and communities by encouraging quality and innovation. The St Austell MCTI plan suggested the need for a “green charter” for St Austell. The development of a “green charter” could identify the practical things that local businesses, residents and agencies operating in the St Austell area could do to enhance the green credentials of the area. It could also guide developers who wish to build in the area.

St Austell is lucky enough to have a BREEAM excellent shopping centre in the White River Place development, a new BREEAM excellent school at Carclaze as well of course as the Eden Project on its doorstep. It is important that the town and surrounding area builds on these and other excellent examples of good practice. The Regeneration Plan and green charter should help to achieve this.

The Town Council supports the principles of the St Austell, St Blazey and Cornwall Council Area Regeneration Plan and in particular would encourage development of previously developed or mined areas rather than unspoilt agricultural land where possible. At the time that this document was written, the Regeneration Plan was due to be reviewed before being adopted. The Town Council would like to see the Plan adopted as soon as possible.

The Town Council will work with local organisations, community groups and other agencies to develop a green charter and associated guidance and green initiatives to promote the “green capital” vision.





## ● Improve the character and vitality of the town while treasuring the best historic elements

**ACTION:**  
**Complete the Fore Street refurbishment and provide town centre signs**

PARTNERS: Cornwall Council, White River Place  
TIMESCALE: 2012

**ACTION:**  
**Complete a Conservation Area Appraisal**

PARTNERS: Cornwall Council  
TIMESCALE: 2012

**ACTION:**  
**Explore funding options for historic buildings**

PARTNERS: Cornwall Council  
TIMESCALE: 2013

**ACTION:**  
**Review signage across St Austell**

PARTNERS: Cornwall Council  
TIMESCALE: 2014

St Austell is uniquely placed overlooking the wonderful St Austell Bay and close to two world heritage sites. The steep sided Luxulyan Valley to the north-east contains the impressive Treffry Viaduct within its peaceful wooded surrounds. This beautiful valley was designated a world heritage site in 2006. Just to the south of St Austell is Charlestown, also a world heritage site, which has an attractive harbour built between 1790 and 1810 for the export of copper and china clay. Today the harbour is home to historic sailing ships and is famous for its many film projects.

St Austell itself has a number of distinctive landmarks and buildings which reflect the historic core of the town. Two of the most notable and celebrated buildings are the Market House which was founded in 1842 and Holy Trinity Church, a listed building that dates back to 1259.

A conservation area appraisal is currently being undertaken to help ensure that historic buildings of value are maintained and that proper planning controls are in place in those areas with the most historic value. It is essential that this work is completed and that funding avenues are explored to help improve and maintain buildings of historic interest. The Town Council is particularly keen to see the long term future and character of the Grade II star listed Market House preserved in a manner which supports the town centre.

Many of the historic elements of the town still survive. The parish church of Holy Trinity and the Market House have been mentioned. There are also the old Manor House (albeit only the exterior still survives), St John's Methodist Chapel, the Baptist Church and the distinctive red brick National Westminster Bank. Slightly out of the town centre the mills in Trenance and St Austell Brewery are interesting old industrial buildings. Menacuddle Holy Well is ancient but sadly almost ignored. Quite surprisingly many of the original shops in the town centre remain relatively intact. In most cases only the ground floor frontages have been visibly changed. The first and second floors still display their original design features.

The long term regeneration of St Austell Town Centre including White River Place and the civic pride project are nearing completion. Fore Street is currently being refurbished. It is vital that a consistent approach is adopted in terms of street furniture (benches, signage and street lighting etc) so that new developments fit seamlessly with the old parts of the town whilst still maintaining the character of older parts of the town.

The Town Council is working in partnership with Cornwall Council to ensure the successful refurbishment of the town centre and the completion of the Conservation Area Appraisal. It will liaise with English Heritage and other potential funders to explore how best to attract funding to preserve and improve the most valuable historic buildings.

The regeneration works to Fore Street which are due to finish by the summer of 2012 include new signage for the town. In partnership with Cornwall Council and White River Place, the Town Council have secured funding for signs in key locations around the town.

Once the town centre signage has been completed, it is hoped that funding can be found to improve interpretation material and signage in other parts of the town.

All of these physical measures will be combined with improvements delivered through better town centre management and possibly a Business Improvement District which will seek to make the town centre an attractive and interesting destination and make St Austell a better and more welcoming place to visit.





## Planning policies and neighbourhood plans

### **ACTION: Determine local planning requirements**

PARTNERS: Cornwall Council  
TIMESCALE: 2012

### **ACTION: Produce plans**

PARTNERS: Cornwall Council  
TIMESCALE: 2014

St Austell Town Council recognises the urgent need to have improved development plans and guidance alongside the St Austell, St Blazey and China Clay Area Regeneration Plan in order to co-ordinate, influence and control major planning projects in the area. If some or all of the potential development proposals in the pipeline are allowed to go ahead they could totally transform the area. It is essential therefore that they are controlled and considered strategically. There is also a need to identify priorities for investment in infrastructure and guidelines for future development.

Cornwall Council is currently developing a Core Strategy which is due to be completed by 2012. As well as this high level strategy a Town Framework for St Austell is also being developed. Regrettably, without these two core documents in situ, St Austell is at risk of being over developed. When these documents are in place it is likely that they will only provide high level guidance. More detailed plans will be necessary to help to deliver the Council's vision.

The Town Council and local community need to consider how best to influence emerging planning policies and whether to develop neighbourhood plans for particular local areas. We will encourage developers to undertake pre-application discussions and encourage improved standards of sustainability and infrastructure provision.

## Green space audit

### **ACTION: Complete audit of green spaces**

PARTNERS: Cornwall Council, Housing Associations  
TIMESCALE: 2012

### **ACTION: Review and identify improvements required to footpaths and cycle ways**

PARTNERS: Cornwall Council  
TIMESCALE: 2013

### **ACTION: Improve lighting, footpaths and public conveniences at Poltair Park**

PARTNERS: Cornwall Council, Sports Clubs  
TIMESCALE: 2014

### **ACTION: Review lighting at Truro Road Park**

PARTNERS: Cornwall Council  
TIMESCALE: 2016

St Austell is fortunate to have a number of excellent parks and is located close to, and with wonderful views of the fantastic St Austell Bay. The Restormel Borough Council Local Plan 2001-2011 however identified that St Austell had a shortage of formal open space and recreational areas and suggested the need to develop improved countryside access corridors, footpaths, bridleways and cycle ways.

The Town Council intends to undertake an audit of green space and recreational facilities and to identify opportunities for improvement or enhancement of existing facilities and for the creation of new recreational areas.

It is anticipated that Cornwall Council will shortly review its service standards for open space maintenance. The Town Council will feed into any consultation process and review the need for enhancements to Cornwall Council's standards to improve our town.

St Austell has a number of footpaths and cycle ways around it but generally poor links through the town.

Opportunities will be sought to improve trails through the town and links to the surrounding countryside and the coast.

Work in conjunction with users of Poltair Park identified the need to improve lighting and footpaths in this area and the need for a public convenience to serve the park. The Council will seek to address these issues. Concerns with regard to lighting in Truro Road Park will also be investigated and addressed.





St Austell Town Council, working closely with local contractors, Serco, entered St Austell in the South West in Bloom competition for the first time for many years in 2011.

## ● St Austell in Bloom

### **ACTION: Build on early success of "in bloom" initiative**

PARTNERS: St Austell Bloomers  
TIMESCALE: 2012 onwards

### **ACTION: Develop a programme of environmental improvement projects**

PARTNERS: Cornwall Council, Groundwork  
TIMESCALE: 2012 onwards

Members of the Town Council's Environmental Working Group were delighted to accept a "Silver Gilt" Award for St Austell at the 2011 South West in Bloom Awards. A report has been received back from the South West in Bloom judges and their suggested areas for improvement such as tidier roundabouts, more involvement of the schools and attention to litter bins, signs and railings will be worked on.

In order to expand and build on this success the Working Group have encouraged members of the public and other organisations to join together to help the Town Council take the "In Bloom" initiative forward into future years. A group known as St Austell Bloomers has been formed for this purpose.

St Austell is extremely lucky to have Groundwork South West in the Town. Groundwork is a social and environmental charity that works with local communities to bring about sustainable improvements to local neighbourhoods. The charity does a tremendous amount of good work with young people in the area and supports a group of supervised young people willing to help out with various environmental projects around the town.

In the past they have been extremely helpful and worked with the Town Council to improve areas of the town where no structured horticultural maintenance programmes appear to be in place.

The Town Council will continue to engage with Groundwork and other local organisations when considering future projects in and around the town and will develop a programme of environmental improvement projects and seek to build on the early success of the "in bloom" initiative.





# Economy

## Aim

To make St Austell an inspiring place to live, work and visit, to raise the financial prosperity of local people, to help create a focus for the business community and identify areas for improved co-operation and economic growth.

## Strategic objectives

- To carry out a review of the marketing of the Town and surrounding area to establish ways in which it can be improved as both a destination for visitors and for local residents.
- To create an improved focus for the business community.
- Identify opportunities for sustainable employment with particular emphasis on IT and media, creative arts and new technology industries including renewable energy industries.
- Support the creation of a Business Improvement District for St Austell.

## Marketing

**ACTION: Review current marketing of the area and agree a strategy for improvement**

PARTNERS: SABEF, Cornwall Council, Chamber of Commerce, LEP

TIMESCALE: 2013

The St Austell Bay area is blessed with an abundance of clean air and water, highly rated educational establishments, an ultra high speed broadband system and good public transport connections. All of which suit it for "high tech" low volume/high value enterprises such as computer manufacture, research and media related work.

The area's outstanding natural beauty and the large range of outdoor pursuits that are available make it very easy also to promote it as a highly desirable "lifestyle choice" for relocation.

A number of opportunities have arisen recently to promote the St Austell Bay area as a brand including the creation of the St Austell Bay Economic Forum (SABEF), the St Austell City Bid and the increased profile of the St Austell Town Council. There is a need to build on this work and take advantage of connections with the Cornwall and Isles of Scilly Local Enterprise Partnership to identify and improve the branding of the area both from a tourism perspective and for the local community.

## A Focus for business

**ACTION: Work closely with SABEF and the Chamber of Commerce to improve joint working**

PARTNERS: SABEF, Cornwall Council, Chamber of Commerce

TIMESCALE: 2013

There is currently a disjointed approach to the focus of the business community and for bringing together businesses to network and debate and influence the strategic direction of the area. The recent creation of the St Austell Bay Economic Forum has provided a potential high level strategic body to oversee business community interests in the area. The Town Council can help to co-ordinate the range of bodies that exist currently.

The Town Council would like to see a vibrant economy with businesses having a significant input to local policies and strategic issues. In order to achieve this, the Town Council will seek to work closely with the Chamber of Commerce and other forums to help strengthen and encourage joint working where appropriate.





## ● Sustainable employment opportunities

**ACTION: Work with LEP and Cornwall Council to develop improved sustainable employment opportunities**

PARTNERS: LEP, Cornwall Council, SABEF, Cornwall College

TIMESCALE: ongoing

The Council will seek to identify ways in which sustainable employment can be generated in and around the town and help businesses to contribute to St Austell's ambition to be the "green capital" of Cornwall. It will work closely with Cornwall Council and the Local Enterprise Partnership to facilitate improvements to infrastructure, including superfast broadband and road links, in order to support both existing and new businesses in the area.

The Town Council is already actively driving forward the "green" agenda when considering planning applications for any future major development in St Austell and the surrounding area. In order to achieve this we need to have a local work force that understands and is able to build to the required standards. High quality, sustainable developments will be encouraged which create apprenticeships and opportunities for local employment.

The Town Council has recently formed a Youth Council Working Group whose remit is to set up a Youth Council for St Austell. Once this Youth Council is formed this group could be a mechanism for forging links with the local schools, colleges and CUC to encourage local training and education in green issues and sustainable building skills.

The Town Council believe that the "green" agenda is particularly important to the future of the area and that if we can encourage our young people to be trained and qualified in this line of work, it could lead to our town having sustainable employment and good, well paid job opportunities for many years to come.

## ● Business Improvement District

**ACTION: Develop town centre BID and improve town centre management**

PARTNERS: Cornwall Council, Chamber of Commerce

TIMESCALE: 2014

Funding has been earmarked for the creation of a Business Improvement District for St Austell. A working group has been created to take this initiative forward. This initiative encourages businesses in an area to sign up to an arrangement to pay an extra levy on their business rates for investment in local measures of benefit to the business community. An initial assessment of the area to be covered by the Business Improvement District will be required as part of the planning and consultation stage. It is anticipated that this will focus on the town centre initially and will offer a forum for retailers and town centre businesses and provide funding for improvements and marketing of the town centre. The Town Council will support the creation of a Town Centre BID and work to maintain a vibrant successful town centre.

It is keen to see improved town centre management and the development of the town centre as an attractive destination in its own right.





# Leisure and Culture

## ● Aim

To build on existing leisure and culture activities, encourage development of new activities and provide more support for clubs so that the local community can have more opportunity to participate in and enjoy sports and culture in and around St Austell.

## ● Strategic objectives

- Raise awareness of sport and recreational facilities in and around the town and encourage a healthier lifestyle for the people of St Austell.
- Encourage the development of cultural and arts activities in and around the town.
- Support the development of a community centre in the centre of St Austell.
- Review options for the development of museum and information services.

## ● Sport and leisure

**ACTION: Work with sport and leisure organisations to increase participation**

PARTNERS: Sports Centres, Cornwall Council  
TIMESCALE: ongoing

**ACTION: Promote walking and cycling in area**

PARTNERS: Cornwall Council  
TIMESCALE: 2013 onwards

St Austell and the China Clay area already have a wealth of sporting clubs and facilities. However participation in sport has been decreasing in recent times and national and regional projects have made it a priority to encourage more participation in sport and leisure activities, particularly among younger people and older people. This is particularly important at this time of economic uncertainty and following recent changes to the management of Cornwall Council's leisure facilities.

The Town Council will work with local sport and leisure organisations to increase participation at all levels and across all age groups.

St Austell has a number of footpaths and cycle ways around it. Opportunities will be sought to improve trails through the town and links to the surrounding countryside and the coast. The Town Council will seek to encourage walking and cycling for both local people and for visitors to the area.





## Culture and the Arts

### **ACTION: Consider potential to create annual Feast Week**

PARTNERS: Cornwall Council, Local charities  
TIMESCALE: ongoing

### **ACTION: Support arts and cultural events**

PARTNERS: Cornwall Council, Restormel Arts, Carnival Committee  
TIMESCALE: ongoing

Arts have long been recognised as a good way of bringing together different sections of the community and particularly in encouraging participation among young people in community activities. St Austell has a vibrant cultural scene. There are already a wide range of art groups and organisations in and around St Austell which provide a broad range of events and performances all year round. The Town has an active musical scene supported by pubs, churches and other organisations with male voice and ladies choirs, pop groups and two brass bands, both of which have a youth band, folk singing, a Choral Society and a nationally recognised annual speech and music festival. Restormel Arts is well established in the area and has provided support for many organisations and groups over a number of years. Events organised by Restormel Arts include a range of very successful jazz and folk concerts at the St Austell Brewery Visitor Centre.

The Council is considering the creation of an annual Feast Week to build on these well established ventures and provide a focus for a varied cultural celebration that brings the community together.

The Eden Café since opening in 2010 has organised and co-ordinated a series of animation events around the town. Eden are also heavily involved with the Torchlight Carnival and the arranging of Christmas events around the Town. The Market House directors have indicated that they would like more art related projects within the Market House such as art displays, workshops and live bands and are actively looking at ways in which this can be achieved. The Town Council will continue to support the torchlight carnival and other arts and cultural events which help to promote St Austell, strengthen communities locally and improve the quality of life of residents.

## Community Centre

### **ACTION: Monitor and identify opportunities to improve existing or provide new community facilities**

PARTNERS: Cornwall Council  
TIMESCALE: ongoing

St Austell has a range of small community buildings, some of which are fully accessible, but at the present time does not have a good quality, large, multi purpose community centre and is very much in need of a meeting place that has modern facilities, is accessible to all members of society (ie DDA compliant) and available to the public for hire.

Cornwall Council is currently reviewing its office accommodation and looking at its assets and in conjunction with the planned devolution of services to Town and Parish Councils a suitable building or land may arise from this review. The Gover area in St Austell has previously been identified as an area that would particularly benefit from such a facility.

In the current economic climate it is unlikely that funding will be available for a large scale community facility but the Town Council will monitor and identify any opportunities which may arise to improve community facilities.

## Museum/Information Services

### **ACTION: Support the development of improved museum/information services**

PARTNERS: Cornwall Council, Voluntary Groups  
TIMESCALE: ongoing

Both the MCTI plan and the Town Council's survey of residents identified the need for a museum and/or an information centre for St Austell.

In 2010 the Old Cornwall Society set up a small Town Museum/Information Centre on the ground floor of The Market House which has been a tremendous success. They are hoping to expand the museum/information centre further and are currently in discussions with the Market House directors to establish how this can be achieved within the constraints of the building.

The Wheal Martyn Museum and Country Park situated just outside of the town has recently obtained Heritage Lottery Funding and continues to promote the town's china clay heritage as well as putting on outdoor events such as operas and family days.

The Town Council will seek to support such ventures which may be of economic or social benefit to the local community.





# Social and Community

## Aim

To ensure that the future development of St Austell recognises the special character and needs of the community and enhances the availability of employment, housing (including social and affordable housing), training and education, community facilities and social care and that development is managed in such a way as to reduce deprivation and enhance quality of life and opportunity.

## Strategic objectives

- Arrange for an audit of the town's health services to be carried out and campaign for improvements where most needed.
- In conjunction with our partners encourage and promote good health education for both young people and adults.
- Review the provision and support available for the elderly and vulnerable.
- Ensure robust data on housing needs is available to inform planning decisions and lobby for the provision of appropriate housing.
- Identify ways in which the Town Council can help/empower communities with particular emphasis on the most deprived areas.
- Address crime and mitigate the effects of anti social behaviour.

## Audit of the town's health services

### **ACTION: Seek an audit of local health services**

PARTNERS: Cornwall Council, NHS  
TIMESCALE: 2016

### **ACTION: Promote and campaign for improved health services**

PARTNERS: Cornwall Council, NHS  
TIMESCALE: ongoing

A major re-organisation of health services is currently taking place with Cornwall Council a major stakeholder. As a result of Cornwall Council's involvement, Town and Parish Councils will in due course be consulted on the town's existing health services and any potential changes.

The Town Council are well aware of the pressure on the health service in St Austell. When considering major planning applications Members usually recommend to Cornwall Council that Section 106 funding is secured for improved health provision if they feel that a potential development will place unsustainable pressure on an existing health service(s) in that area.

The Town Council will encourage partners to undertake an audit of health services locally and feed into any review processes. It will also campaign for the preservation and improvement of services in the area.





## Promote good health education for young people and adults

### **ACTION: Create a Youth Council**

PARTNERS: Cornwall College, Schools  
TIMESCALE: 2013

### **ACTION: Identify and promote ways of providing improved health education and awareness**

PARTNERS: Cornwall Council, NHS  
TIMESCALE: 2015

St Austell has areas of serious deprivation in its Gover and Mount Charles Wards. It has higher than average levels of teenage pregnancies and a higher percentage of people registered as having an unhealthy weight. The Council would like to work closely with other agencies to address these issues.

The Town Council have recently formed a Youth Council Working Group whose remit is to set up a Youth Council for St Austell. Once the Youth Council is formed this group could be a mechanism for forging links with the local schools and colleges, Cornwall Council and the local health authorities to encourage health officials to visit schools and local community groups to educate the young and old in the importance of good health.

St Austell has a number of rehabilitation and support facilities for offenders, the homeless and those dependent on alcohol and drugs. The Town Council has a social conscience and will seek to encourage the good management of these facilities and any consequences in the community.



## A review of the provision and support available for the elderly

### **ACTION: Monitor the impact of service changes and lobby on behalf of the elderly**

PARTNERS: Cornwall Council, NHS  
TIMESCALE: ongoing

Many older and vulnerable people live unfulfilled lonely lives and as a Town Council we need to proactively ensure that they have the opportunity to become functional, committed members of our community drawing on their skills and experiences.

The Town Council are aware of the specialist needs of elderly and vulnerable groups, in particular with regard to health, housing and care packages.

The Town Council runs a Small Grants Scheme which is actively promoted to encourage community organisations such as those who look after the elderly, to apply for funding to help towards costs such as Darby & Joan clubs, day trips out and sports activities.

The Town Council will also continue to lobby the appropriate bodies to ensure that any proposed changes to services that would adversely affect the elderly or vulnerable such as buses, leisure centres or post offices are adequately challenged.





## Housing

**ACTION:**  
**Encourage the provision of an appropriate number and mix of new housing**

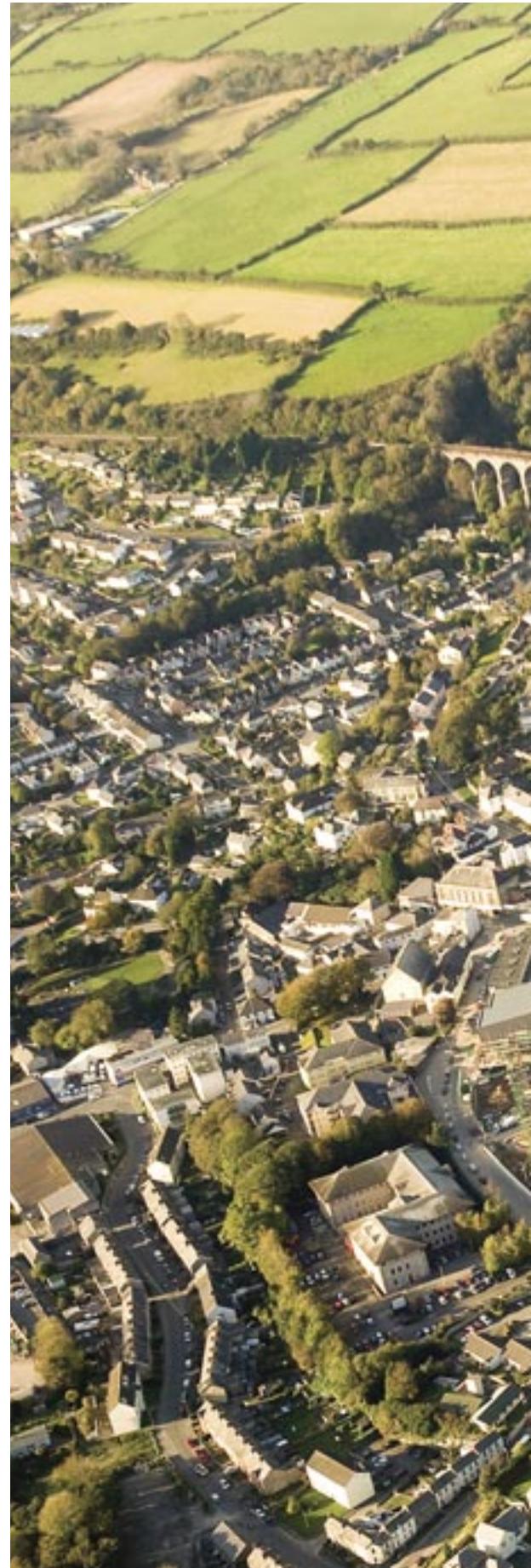
PARTNERS: Cornwall Council, Developers, Housing Associations  
TIMESCALE: 2013 onwards

**ACTION: Lobby for the provision of a local foyer project for young people**

PARTNERS: Cornwall Council, Housing Associations  
TIMESCALE: 2015

Housing, shelter and food are basic human needs and everyone in St Austell should be housed in good quality, warm, dry and secure accommodation. Fuel poverty and homelessness, including youth homelessness, are issues for the St Austell area.

The Council will encourage the proper assessment of housing needs for the area and the provision of a suitable mix of new housing including affordable and social housing and will lobby for the provision of a local foyer project to support young homeless people.



## Empowering Communities

**ACTION: Progress discussions with Cornwall Council to ensure the management and provision of services at the most appropriate level**

PARTNERS: Cornwall Council  
TIMESCALE: 2013

**ACTION: Identify ways of working with local communities to help alleviate the causes and symptoms of deprivation**

PARTNERS: Cornwall Council, Housing Associations, NHS  
TIMESCALE: 2014 onwards

The Localism Act seeks to encourage the empowerment of local communities. St Austell Town Council welcomes the principles of the Localism Act as we consider it very important that the local community should have a say in how local services are run and an input into important planning decisions.

Active discussions are taking place with Cornwall Council about the possible devolution of services and the development of robust Town and Neighbourhood Plans all of which will only happen if the majority of the local community are in agreement.

Gover and Mount Charles are recognised areas of deprivation in St Austell. Statistics show that the percentage of people with a limiting long term illness is higher than the average for Cornwall and Isles of Scilly. The teenage pregnancy rate is higher than average in St Austell. The Town Council would like to find ways of working with local communities and community groups to help alleviate the causes and symptoms of deprivation.





## ● **Address crime and the effects of anti social behaviour**

### **ACTION: Review and improve CCTV systems**

PARTNERS:  
Newquay Town Council, Cornwall Council, Devon and Cornwall Police  
TIMESCALE: 2013

### **ACTION: Identify projects to improve areas subject to anti social behaviour**

PARTNERS: Cornwall Council, Devon and Cornwall Police  
TIMESCALE: 2013 onwards

The Town Council has taken responsibility for the monitoring of CCTV cameras from Cornwall Council and hopes to develop improved and integrated CCTV systems throughout St Austell town centre. The town has a dedicated Police Station close to the town centre and close links are maintained with local police officers.

The Town Council is also keen to work closely with other agencies to address crime and disorder issues, to make areas safer and generally to reduce crime and fear of crime. It will undertake projects to improve areas which suffer from anti social behaviour.





# Development and Infrastructure

## ● Aim

To develop a strategic approach to the planning of infrastructure and development which recognises the need for improvement to the transport systems, employment opportunities and education and health services alongside housing development. This will include the development of an integrated transport system that is environmentally sound and economically sustainable enabling easy access in and out of the town through rail, road and cycle links. We will also seek to ensure that the town and surrounding areas have sufficient schools, hospitals and appropriate health care provision to support the future development of the area.

## ● Strategic objectives

- Lobby for and help with the development of an integrated transport plan which links to development plans and improved planning guidance for the area.
- Lobby for improvements to the A391 and links to the A30.
- Seek measures to address traffic congestion on the A390
- Seek to improve coach parking facilities and / or links to park and ride schemes.
- Maximise the benefit of St Austell Bay and the surrounding countryside by improving links and providing new and improved green spaces and clear green corridors between St Austell and adjoining settlements.
- Encourage and promote improvements to flooding and drainage infrastructure.
- The Town Council will lobby to ensure that schools, health and all services / facilities are adequate for the local community and that they adapt to growth as it happens.

## ● Integrated Transport Plan

**ACTION: Lobby for and help develop an integrated transport plan**

PARTNERS:  
Cornwall Council  
TIMESCALE: 2014

Cornwall Council are developing a Core Strategy which will set housing targets for various areas in Cornwall including the St Austell area. The Town Council is keen to influence planning policies locally and will consider the need for Neighbourhood Development Plans and Orders and other local planning guidance in order to support the Council's Strategic objectives.

Cornwall Council in March 2011 produced Connecting Cornwall 2030 which is a long term planning tool that Cornwall Council will use to manage its planning, management and development responsibilities for the development of transport in Cornwall over the next 20 years. The Connecting Cornwall Vision is:

*"Transport in Cornwall will be excellent. Our transport system will connect people, communities, businesses and services in a way that is reliable, efficient, safe, inclusive and enjoyable."*

The Town Council will lobby Cornwall Council to ensure that the principles of the document are delivered.

The Council will encourage improvements to public transport and transport facilities including improvements to St Austell station, improved road links to Newquay, creation of a transport hub in Trinity Street, improvements to the bus network and bus shelters with real time travel information.

The Council will seek to obtain improvements to walking and cycling facilities in and around St Austell in conjunction with eco-community and other transport funding. It will encourage environmentally efficient transport systems including electrical vehicles and cycles.

Assessments will be undertaken to understand the impact that development would have on the highway network, as well as test proposals to resolve issues that would arise.





## ● Improved links

### **ACTION: Lobby for improvements to the A391 and links to the A30**

PARTNERS: Cornwall Council

TIMESCALE: 2012 onwards

One of the priorities commonly identified by businesses locally is the need to improve the road links to the main A30 road.

St Austell Town Council are keen to encourage potential developers to contribute towards improved infrastructure including our existing roads prior to any large scale developments being built. This would normally be achieved through the use of Section 106 funding agreements (soon to be replaced by Community Infrastructure Levies) and the use of planning conditions.

The Town Council will also lobby Cornwall Council and Central Government for improvements to the A391 as relying solely on the planning system is unlikely to deliver the improvements needed.

## ● Improvements to A390

### **ACTION: Seek measures to address traffic congestion on the A390**

PARTNERS: Cornwall Council, Developers

TIMESCALE: 2013 onwards

The A390 which runs from east to west along the south side of St Austell is notoriously busy and there have been concerns regarding air quality on some stretches of the road. The Town Council will work with developers and Cornwall Council to seek improvements to the congestion problems including improvements to junctions and traffic lights and the promotion of alternatives to the motor car. We will encourage the planting of trees and the retention of those already in the area to help improve air quality.

The Town Council will encourage the creation of a distributor road to the west of the town to alleviate pressure on the A390 and A391.





## **Parking and park and ride scheme**

### **ACTION: Identify improved coach parking facilities and potential to encourage more visitors by coach**

PARTNERS: Cornwall Council, Eden Project, Coach Operators  
TIMESCALE: 2013

The Town Council are keen to develop improved coach parking facilities to encourage visitors to our town and would like to explore opportunities for improving bus services and the provision of one or more park and ride schemes to help alleviate congestion particularly in conjunction with larger developments.

There is also a need to encourage a more tailored approach to car parking charges to support the town centre economy, ensure adequate long term parking provision and improve traffic management in the town centre. The Town Council will lobby for improved parking tariffs which better meet the needs of the town within reasonable budget parameters.

Linked to improved off-street parking there is a need to improve on-street parking control and enforcement. The Town Council will consider and promote measures to improve the impact of on-street parking.

### **ACTION: Lobby for a park and ride facility to reduce congestion**

PARTNERS: Cornwall Council  
TIMESCALE: 2015

### **ACTION: Challenge and suggest improvements to car parking charges and facilities**

PARTNERS: Cornwall Council, Private Operators  
TIMESCALE: 2013

### **ACTION: Lobby for improvements to on street parking arrangements**

PARTNERS: Cornwall Council  
TIMESCALE: ongoing





## ● Maximise the benefit of St Austell Bay and the surrounding countryside

The St Austell area enjoys some wonderful countryside, a glorious coastline and interesting industrial heritage. There is a need to raise awareness of the facilities which exist and improve links (primarily walkways and cycle paths) but also parking and interpretation facilities.

St Austell Bay is an under-utilized asset and the development of marina facilities and industries supporting recreational boating and water sports should be encouraged for the economic and social benefits which would result. St Austell Town Council will work with developers, Cornwall Council and surrounding Parish and Town Councils to promote initiatives which seek to maximise the benefit of these natural assets.

### **ACTION: Support initiatives which seek to maximise the benefit of natural assets**

PARTNERS: Cornwall Council, Eden, Eco-Bos, SABEF

TIMESCALE: ongoing

### **ACTION: Review and identify improvements to parking and interpretation facilities to make better use of links to the surrounding countryside.**

PARTNERS: Cornwall Council

TIMESCALE: 2015





## ● Flooding and drainage infrastructure

### **ACTION: Lobby for improvements to existing drainage and sewerage infrastructure**

PARTNERS: Cornwall Council, South West Water

TIMESCALE: 2012 onwards

### **ACTION: Develop local emerging plans**

PARTNERS: Cornwall Council

TIMESCALE: 2013

Parts of St Austell town and the surrounding areas have in recent years suffered from serious flooding incidents. The Town Council will lobby for the development of remedial measures, will encourage developers to address flood risks and will establish emergency plans to deal with flooding issues.

A number of sewage treatment works are located throughout the area. Upgrades to sewage treatment works have been identified as required at Menagwyns and Par Moor Road.

Cornwall Council is continuing to work with the Environment Agency and South West Water to further assess what flood risk mitigation, surface water drainage, foul drainage and sewerage treatment infrastructure is required.

The Town Council will lobby for improvements to existing infrastructure particularly where flooding is an issue.

## ● Schools and Health Services

### **ACTION: Lobby to ensure appropriate provision of schools and health services to reflect planned development**

PARTNERS: Cornwall Council, NHS

TIMESCALE: 2013 onwards

The Town Council will lobby to ensure that schools and health facilities are adequate for the local community and that they are able to adapt to growth as it happens.



# Summary Action Plan

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STRATEGIC OBJECTIVES	ACTION	PARTNERS	TIMESCALE
<b>Environment</b>			
ENV 1: Green Charter for St Austell	Develop a Green Charter Eden Project	Eden Project Cornwall Council Developers	2013
ENV 2: Improve the character and vitality of the town while treasuring the best historic elements	Complete the Fore Street refurbishment and provide town centre signs  Complete a Conservation Area Appraisal  Explore funding options for historic buildings  Review signage across St Austell	Cornwall Council White River Place  Cornwall Council  Cornwall Council  Cornwall Council	2012  2012  2013  2014
ENV 3: Planning Policies and Neighbourhood Plans	Determine local planning requirements.  Produce plans	Cornwall Council  Cornwall Council	2012  2014
ENV 4: Green Space Audit	Complete audit of green spaces.  Review and identify improvements required to footpaths and cycle ways.  Improve lighting, footpaths and public conveniences at Poltair Park  Review lighting at Truro Road Park	Cornwall Council Housing Associations  Cornwall Council  Cornwall Council Sports Clubs  Cornwall Council	2012  2013  2014  2016
ENV 5: St Austell in Bloom	Build on early success of "in bloom" initiative  Develop a programme of environmental improvement projects	St Austell Bloomers  Cornwall Council Groundwork	2012 and ongoing  2012 and ongoing
<b>Economy</b>			
ECON 1: Marketing	Review current marketing of the area and agree a strategy for improvement	SABEF Cornwall Council Chamber of Commerce LEP	2013
ECON 2: A focus for business	Work closely with SABEF and the Chamber of Commerce to improve joint working	SABEF Cornwall Council Chamber of Commerce	2013
ECON 3: Sustainable employment opportunities	Work with LEP and Cornwall Council to develop improved sustainable employment opportunities	LEP Cornwall Council SABEF Cornwall College	Ongoing
ECON 4: Business Improvement District	Develop town centre BID and improve town centre management	Cornwall Council Chamber of Commerce	2014

STRATEGIC OBJECTIVES	ACTION	PARTNERS	TIMESCALE
<b>Leisure and Culture</b>			
LEI 1: Sport and Leisure	<p>Work with sport and leisure organisations to increase participation</p> <p>Promote walking and cycling in area</p>	<p>Sports Centres</p> <p>Cornwall Council</p> <p>Cornwall Council</p>	<p>Ongoing</p> <p>2013 and ongoing</p>
LEI 2: Culture and Arts	<p>Consider potential to create annual Feast Week</p> <p>Support arts and cultural events</p>	<p>Cornwall Council</p> <p>Local charities</p> <p>Cornwall Council</p> <p>Restormel Arts</p> <p>Carnival Committee</p>	<p>Ongoing</p>
LEI 3: Community Centre	Monitor and identify opportunities to improve existing or provide new community facilities	Cornwall Council	Ongoing
LEI 4: Museum/Information Services	Support the development of improved museum/information services	Cornwall Council	Ongoing
<b>Social and Community</b>			
SOC 1: Audit of the Town's Health Services	<p>Seek an audit of local health services</p> <p>Promote and campaign for improved health services</p>	<p>Cornwall Council</p> <p>NHS</p> <p>Cornwall Council</p> <p>NHS</p>	<p>2016</p> <p>Ongoing</p>
SOC 2: Promote good health education	<p>Create a Youth Council</p> <p>Identify and promote ways of providing improved health education and awareness</p>	<p>Cornwall College</p> <p>Schools</p> <p>Cornwall Council</p> <p>NHS</p>	<p>2013</p> <p>2015</p>
SOC 3: A review of the provision and support available for the elderly	Monitor the impact of service changes and lobby on behalf of the elderly	Cornwall Council	Ongoing
SOC 4: Housing	<p>Encourage the provision of an appropriate number and mix of new housing</p> <p>Lobby for the provision of a local foyer project for young people</p>	<p>Cornwall Council</p> <p>Developers</p> <p>Housing Associations</p> <p>Cornwall Council</p> <p>Housing Associations</p>	<p>2013 and ongoing</p> <p>2015</p>
SOC 5: Empowering Communities	<p>Progress discussions with Cornwall Council to ensure the management and provision of services at the most appropriate level.</p> <p>Identify ways of working with local communities to help alleviate the causes and symptoms of deprivation</p>	<p>Cornwall Council</p> <p>Cornwall Council</p> <p>Housing Associations</p> <p>NHS</p>	<p>2013</p> <p>2014 and ongoing</p>

STRATEGIC OBJECTIVES	ACTION	PARTNERS	TIMESCALE
SOC 6: Crime and fear and crime	Review and improve CCTV systems  Identify projects to improve areas subject to anti social behaviour	Newquay Town Council Cornwall Council Devon and Cwll Police  Cornwall Council Devon and Cwll Police	2013  2013 and ongoing
<b>Development and Infrastructure</b>			
DEV 1: Integrated Transport Plan.	Lobby for and help develop an integrated transport plan	Cornwall Council	2014
DEV 2: Improved links	Lobby for improvements to the A391 and links to the A30	Cornwall Council	2012 and ongoing
DEV 3: Improvements to A390	Seek measures to address traffic congestion on the A390	Cornwall Council Developers	2013 and ongoing
DEV 4: Parking and park and ride schemes	Identify improved coach parking facilities and potential to encourage more visitors by coach  Lobby for a park and ride facility to reduce congestion  Challenge and suggest improvements to car parking charges and facilities  Lobby for improvements to on street parking arrangements	Cornwall Council Eden Project Coach Operators  Cornwall Council  Cornwall Council Private operators  Cornwall Council	2013  2015  2013  Ongoing
DEV 5: Maximise the benefits of St Austell Bay and the surrounding countryside	Support initiatives which seek to maximise the benefit of natural assets.  Review and identify improvements to parking and interpretation facilities to make better use of links to the surrounding countryside.	Cornwall Council Eden Eco Bos SABEF  Cornwall Council	Ongoing  2015
DEV 6: Flooding and drainage infrastructure	Lobby for improvements to existing drainage and sewerage infrastructure  Develop local emerging plans	Cornwall Council South West Water  Cornwall Council	2012 and ongoing  2013
DEV 7: Schools and Health Services	Lobby to ensure appropriate provision of schools and health services to reflect planned development	Cornwall Council NHS	2013 Ongoing

**We would welcome your views on this plan.  
Any comments can be made to your local councillor or to:**

**David Pooley  
Town Clerk  
St Austell Town Council  
39 Penwinnick Road  
St Austell  
PL25 5DR**

**email: [office@staustelltowncouncil.com](mailto:office@staustelltowncouncil.com)  
Telephone: 01726 223374**

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