

St Just Town Centre Vision – Brief

Client name: St Just Town Council

Requested Start Date: 3 April 2022

Forecast End Date: 13 September 2022

Requirement Overview

St Just Town Council and Cornwall Council would like to appoint an appropriately qualified firm of consultants to work with The St Just Town Vitality Project Steering Group to prepare a Vision and Implementation Plan for the future of St Just Town Centre. Utilising the collective local knowledge and previous studies and reports¹, along with the consultant team's expertise, a St Just Town Centre Vision and Implementation Plan document should be prepared; bringing together a holistic vision for the town centre, which reflects its unique characteristics and ambitions and provides practical recommendations to address issues identified over many years.

Background

St Just Town is the throbbing heart of the wider St Just Parish, the surrounding hinterland and the Tin Coast, with the reach of the town being variable for residents and visitors and according to the business sector. The population of West Penwith in 2017 was given as 39,983, predicted to fall by 300 by 2025. Visitor numbers to Land's End (outside the Parish) are estimated as 400,000 per year and the Geevor site (within the Parish) quotes a figure of 40,000 a year, to give 2 contrasting attractions in West Penwith.

The pandemic has underlined the Town's importance to local residents and to visitors who seek a special kind of destination. The Town Centre is founded on small scale independent traders and hospitality venues, giving a personalised service, which has become more appreciated by many, during the pandemic. Whilst this foundation is its strength, in a fast-moving digital world the Town needs to ensure it does not get left behind.

Last summer, between lockdowns, there was a surge of visitors, including campervan users without bookings at campsites. This is anticipated again with staycations being the likely favoured holiday. Whilst this presents opportunities for the town the long-identified problem of inadequate parking for residents and visitors will invariably rekindle tensions between those welcoming/ needing the visitor trade and those that regard it as disruptive, even disrespectful of local life.

The Commission

The commission is to prepare a Town Centre Vision for St Just, with an Implementation Plan, which can be used as the basis for future decisions (subject to funding) to enable improvements within the town. This is to be a document that expands on but is consistent with the Local Neighbourhood Development Plan, due to go to public referendum this year. It should also consider the potential to

¹ Lands End Area Forum Vision; Community Action Plan to 2025 (hard copy to selected Consultancy Team but key points within Appendix 1)

St Just and Pendeen Neighbourhood Development Plan (expected to go to Referendum late 2021/ early 2022

<https://www.stjustandpendeen-np.org.uk/draft-neighbourhood-development-plan-for-st-just-parish/> (to be updated when CC sign off the final referendum version)

West Penwith Profile Data - <https://www.cornwall.gov.uk/media/fihbyqnt/west-penwith-cna-profile.pdf>

St Just Parish Plan – Appendix 1

Tin Coast Partnership website generally but more specifically, [The Visitors Charter](#)

sustainably increase the reach of the Town, particularly outside of school holidays and winter months.

Tasks for the consultants include:

1. Defining the Town Centre
 - a. Review the spread of commercial property across St Just, with the aim of defining the primary and secondary town centre area; with each having defined objectives/policies with regard to the level of retail/commercial protection they should be afforded.
(The consultants will be provided with the audit of commercial premises)
2. Transportation
 - a. Working with key stakeholders to prepare a movement strategy for the town centre, which:
 - i. Defines the primary and secondary vehicular routes;
 - ii. Considers the potential for safe pedestrian/cycle routes;
 - iii. Reviews opportunities to encourage greater use of sustainable transport by residents and tourists, thus increasing the reach of the Town; including a review of bus timetabling to recommend improvements to better connect it to the wider hinterland.
 - b. Prepare a parking strategy for the town centre
 - i. Determine the level of short and long stay parking needed for St Just for both residents and visitors (Technology to assist might become available, subject to funding);
 - ii. Consider locations / opportunities to provide any additional spaces that the assessment suggests is required and potential costings.
3. Public realm
 - a. Review opportunities to improve the public realm for the benefit of local residents and maximise its attractiveness as a location for tourists to visit; this should be focused on the defined town centre area, as well as the key routes to it;
 - b. Prepare visualisations of 2-3 key locations for these works, costings and funding opportunities.
4. Town Services / Facilities
 - a. Work with the St Just Town Vitality Project Steering Group to identify services / facilities or business premises that St Just is lacking or could benefit from in the future (whether related to tourism or its resident population);
 - b. Review the estate of commercial properties:
 - i. Vacant properties - review potential mechanisms to bring them back into use, against the uses identified in the previous task;
 - ii. Properties in danger of becoming vacant – review mechanisms to support them, particularly if any business is under financial stress as a result of the pandemic.
5. Vision & Objectives
 - a. Working in collaboration with the St Just Town Vitality Project Steering Group, a vision statement and set of objectives should be prepared, which sets out the ambitions for the future of the town centre.

6. Prepare 'St Just Town Centre Vision and Implementation Plan' document that brings together all elements above into a holistic vision for the future success of the town centre; this should consist of:
 - a. A Vision Summary document – this should be a concise, easy to read document, with a good blend of text and graphics, which is appropriate for residents and businesses;
 - b. A funding strategy, agreed with the Town Council;
 - c. A technical document – this should set out all of the work, engagement activity and background research

Engagement activity

- The consultants will be expected to liaise with a small St Just Town Vitality Project Steering Group throughout the project (approx. 6 meetings should be budgeted for through the course of the commission; meetings can be virtual)
- 2-3 stakeholder workshops at the start of the project, for stakeholders to provide initial thoughts and ideas. Stakeholders defined as proprietors of businesses, those living in the Town and elected representatives for the area. The consultants will not be expected to organise the events, but they will be expected to run the sessions (at least 1 physical);
- Engagement with residents, businesses and tourists:
 - a. Consultants will be expected to familiarise themselves with existing surveys, reports and data, as detailed on page 1.
 - b. A draft of the Town Centre Vision and Implementation Plan document should go out to public consultation, hopefully involving at least 1 physical meeting.

The consultants are expected to provide all of the material necessary for the consultation, as well as attend any public events (up to a max of 2) that are considered appropriate; however the consultants will not be expected to take on the organising and publicising of the consultation.

The consultants are expected to review the results of the consultation and make any final amendments to the documents before the final versions are handed over to the Town Council.

Outputs

The output of the commission will be two documents as set out below:

- a. A Vision Summary document, which includes an implementation plan with funding options; this should be a concise, easy to read document, with a good blend of text and graphics, which is appropriate for residents.
- c. A technical document – this should set out all of the work, engagement activity and background research

3 paper copies of final reports should be provided, as well as electronic copies. As most people will access the report electronically, the reports should be easily digestible in this format.

Timescales / Milestones

Inception Meeting	Week 1
Workshops with stakeholder groups completed	Weeks 2-3
Feedback to Steering Group of initial observations + proposed defined town centre area & related policies	Week 6
Feedback to Steering Group on proposals relating to Transport and Public Realm Strategies; Town Services & Facilities ideas / proposals; and first draft of a Vision & Objectives	Week 10
Draft vision consultation document prepared for Steering Group to review	Week 12
Vision consultation documents finalised ready for consultation	Week 14
Public consultation	Weeks 16-19
Final documents, incorporating any amendments need from the consultation, submitted to St Just Town Council	Week 22

By mutual agreement, timings can be varied slightly.

Consultancy team

It is anticipated that a multi-disciplinary consultancy team is brought together by the lead consultant to deliver the outputs of the project, but it should contain specialisms in master planning, Highways/Transportation, Urban Design and Town Planning / Economic vitality. The consultancy team should also be familiar with / have experience of dealing with and supporting smaller rural communities and knowledge of relevant funding streams.

Budget

It is expected that tenders would be received that have a total cost, including travel & expenses, of less than £50,000 - excluding VAT. **Tenders that exceed this limit will not be shortlisted.**

Tender Information

Tenders should be submitted electronically, by **15/03/22**, to info@stjust.org, marked for the attention of Cas Leo, Town Clerk.

Information contained within the tender should include:

- Relevant previous experience of the lead consultancy practice in undertaking commissions of this nature;
- Project Team – Set out the members of the team that would undertake the commission; the estimated number of days each member of the team is anticipated to work on the project; their day rates; CVs setting out relevant previous experience;
- A method statement (no more than 2 sides) on how you would seek to undertake the commission;
- Cost Information – Set out TOTAL cost to undertake the study, including a breakdown of expenditure to the various elements of the project;
- Confirmation that the timescales set out above can be met or any variations requested;
- Any other information that you think is relevant (but please keep it succinct).