



# A Vision for St Just

March 2023

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LD&DESIGN







# Introducing the Vision

Sitting amidst an ancient landscape, St Just is wild, independent, spirited and entrepreneurial. It is a place that has always made its own way and will continue to do so; a progressive community with an ability to get things done, turning ideas into action, shaping change rather than responding to events. Its strength is in its culture, community, businesses and their resilience. The Town's setting, character and history shape its identity.

The Town has always had to adapt to change. It has grown over time from a small mining community to a bustling town centre at the heart of the wider West Penwith region, delivering a range of shops, services, employment opportunities and important community facilities that meet the day-to-day needs of residents of the Town and surrounding parishes. There is a strong sense of community spirit in the Town and active community groups and networks that ensure the success of the St Just and that the needs of the community are met.

The St Just Vision has been commissioned by the St Just Town Vitality Steering Group, to set out a holistic vision for the Town, which reflects its unique characteristics and ambitions and provides practical recommendations and suggested projects to address the challenges identified. The Plan has been shaped by many different conversations with members of the community and has been drawn together by LDA Design (Design and Planning), PJA (Transport) and Three Dragons (Development Viability and Economics),

informed by the extensive community consultation undertaken and in consultation with the Town Vitality Steering Group.

St Just is already a special and successful place. It does not need to become anything else. The Vision seeks to protect and enhance the existing qualities of the Town, that will ensure it remains successful and resilient in the future. It builds on the spirit of the community and its ability to flex and adapt to change. It is hoped that the plan will set a galvanising common purpose for the community, providing a clear set of common qualities that should be protected and enhanced, and identifying progressive projects for the community to promote and implement, to ensure that the Town remains successful and self-sufficient. The Vision is supported by an Implementation and Delivery Plan that provides further guidance as to how the projects identified could be delivered, and this Vision achieved.

The Plan aims to ensure that St Just remains a place where people feel rooted and connected and where their care for each other remains a constant. The Vision will ensure that all those who want to live and work in the Town have this opportunity and that the strong sense of community spirit and fantastic quality of life are retained for future generations.





# Understanding St Just

St Just, offers a fantastic quality of life with access to the Tin Coast and surrounding West Penwith Area of Outstanding Natural Beauty on the doorstep within walking and cycling distance. The area is steeped in history as a result of the area's rich mining history. Despite its growth, St Just remains nestled within the landscape and retains its character as a historic and relatively rural commercial and community hub. The landscape and history of the Town is key to its identity and is something that is, and should continue to be, protected and celebrated.

St Just is fiercely independent with a range of retailers, hospitality services and other business owners who have chosen to base themselves in the Town, some of whom have been there for generations and others who have more recently joined the local business community and who are helping to diversify the commercial offer. There is a strong support network between local businesses, with a commercial offer that complements and helps to sustain each other. Many people rely on St Just for their everyday needs, above travelling to Penzance or other centres outside of the local area.

St Just is also a popular visitor destination, with a booming visitor economy and tourist season that is extending each year, encouraged by the Town's fantastic access to nature and the surrounding coastal landscape. People are attracted to St Just as the Town at the heart of this wider landscape, and it provides a perfect base from which to enjoy the heritage coast, beaches and countryside walking. However, whilst tourism provides an important contribution

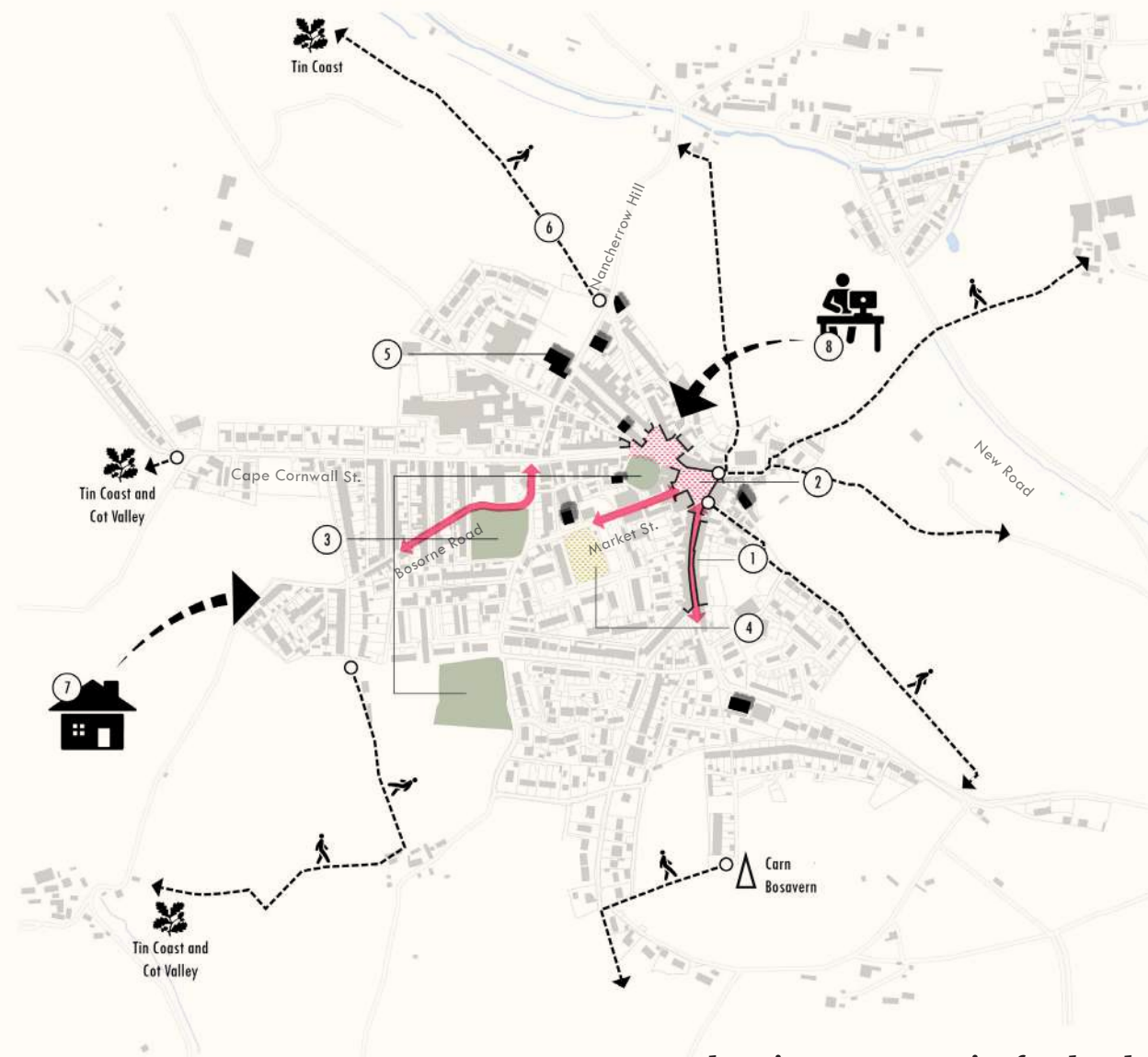
to the local economy, it is essential that this is managed and encouraged in the right way, a way that does not impact on the quality of life or the access to facilities and services, homes or employment opportunities for local people.

The many positive and valued characteristics of St Just should not be taken as a given. The Town is subject to many changes affecting the whole of the UK. Online retailing is changing the way people shop. The COVID pandemic has accelerated changes in working practices meaning that more people now work from home. More people are holidaying in the UK and places which offer a great quality of life are sought after. Society is in the midst of an energy transition with major implications for motorists and householders. All of these external changes could impact on St Just. The Vision for the Town aims to ensure that as change happens benefits and outcomes will feed back into the local community and economy.

At the most local level, the day to day issues and opportunities within the Town that this Vision starts to address, have been identified and borne out of the conversations with the local community. These reflect some of the more national challenges at a local scale, including the need for new and affordable housing, the need to reduce reliance and dominance of private vehicles and encourage alternate means of travel, and the need to provide new business and flexible working opportunities. Some of the key considerations for this Plan and that have informed the priorities within, are set out below:

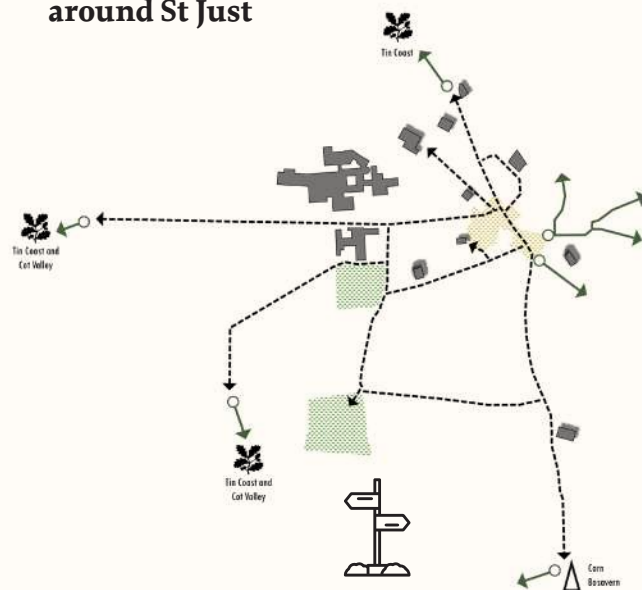


## Understanding the issues and opportunities



1. Congestion along Fore Street
2. Parking and congestion within Bank and Market Squares, resulting in car dominated spaces.
3. Underutilised open spaces
4. Pressures between visitor and resident parking demands
5. Significant number of community buildings and spaces, with different needs and functions
6. Opportunity to improve connections to the wider surrounding landscape
7. Demand for greater affordable housing provision
8. Demand for greater provision and mix of employment spaces

**There is an opportunity for the plan to help connect up the remarkable assets around St Just**



1. Congestion along Fore Street
2. There is a need to balance the needs of pedestrians and vehicles
3. Pressure on Town Centre parking
4. Improve wayfinding and connections to the surrounding landscape



# Foundations for the Future

The simple idea behind the Vision for St Just is that the strengths of today will be the foundations for tomorrow, ensuring that the success of St Just is sustained, in the face of future opportunity and adversity in a changing world.

The Vision and suggested projects have been driven by the feedback received from the community and seeks to respond to the matters most important to local people, both in terms of the qualities of the Town that should be strengthened, and the issues that people feel needed to be most urgently addressed.

The Plan identifies self-contained projects that the community can promote and implement as prioritised. Each project has been developed to ensure the long term vitality and vibrancy of the Town as both a great place to live, work and visit, all whilst retaining the independent and community-led spirit of St Just and protecting the nature and historic landscape that makes its setting so special.

The St Just Vision represents a commitment to strengthen the economic and entrepreneurial spirit of the Town, to invest in improvements to physical infrastructure to improve mobility and access within the Town and encouraging more people to walk and cycle, to improve the quality of life and access to community services and facilities and to identify potential development and investment opportunities to create the homes and jobs needed.

Successful towns ensure the well-being and prosperity of their communities and act as a focus for jobs, retail, leisure, cultural and community uses. To stay successful, St Just must have a clear plan for how it will respond to, and take advantage of, major changes in technology, social expectations and the environment. Towns that will be successful are those with a clear idea of where they are going and how to get there. This Plan therefore not only provides suggested projects and initiatives, but a plan for the implementation and delivery of these ideas.

# Core Principles



The diagram above summarises the key principles on which the plan has been developed. A focus on three key principles identified will ensure that St Just stays true to its identity but also becomes positioned to attract the support and investment needed to ensure it thrives for future generations. These core principles should frame future decision-making in the Town and assist the community in prioritising the delivery of the projects identified.

## Supporting the local community

All decisions should reflect a people-first perspective in which development is always thought about in terms of the public good and the quality of life that it can bring to the community within the Town and surrounding area. New development should be thought about in terms of how it supports existing or future community efforts and priorities within the Town.

## Encouraging a prosperous local economy

Every effort should be taken to build on the success of local businesses and to encourage growth and investment in new business space. Good well paid jobs and good quality housing will ensure that the Town remains attractive to businesses and investment and to ensure it remains an important shopping, cultural and leisure destination. To encourage business that enhances the natural and historic qualities of the Town and those that will provide jobs in the future and support the transition to a low carbon economy.

## Remaining a great place to live and connection to the landscape

Streets and spaces should be of the highest quality, encouraging activity and well-being and a connection to the nature and history abundant in the surrounding landscape. Opportunities should be taken to connect the Town and the landscape, investing in infrastructure to make walking and cycling the preferred choice of transportation and reducing congestion and volumes of traffic.

# Successfully Sustaining St Just

The Vision defines the existing key qualities that make St Just so unique and independent, and sets out what needs to be done to ensure that these existing qualities are protected and enhanced in the future, in response to the key issues and challenges identified.

The five key qualities that make St Just unique and successful are:

- It's strong community that supports each other
- A town that is accessible for residents and visitors alike
- An environmentally conscious community
- A town and local businesses that are entrepreneurial and independent in spirit
- A town that provides a fantastic quality of life and is a great place to live and work

## Objectives

To retain these key qualities requires that 5 key objectives are achieved in planning and designing for the future of the Town.

- 1. To sustain an energetic and engaged community**
- 2. To provide the ability for residents and visitors to access the Town easily**
- 3. To encourage a resilient and more self sufficient St Just**
- 4. To strengthen and enhance the locally-led economy**
- 5. To ensure everyone has access to good quality housing**

On the following pages each objective is discussed, including the associated opportunities and threats, as well as the key actions proposed to ensure that St Just stays strong. This is then supported by the suggested projects for each that will ensure successful delivery of the objectives.

Desired outcomes are also identified for each objective. These outcomes provide a tool for the Town Council and the community by which to assess and consider all future development proposals, projects and initiatives in the Town, to consider how they will contribute to the overall Vision.





# 1. To sustain an energetic and engaged community

## Understanding the opportunities

The Town fosters a fantastic sense of community, and St Just is a place where people look out for each other and where the well-being of all is important. The community is very engaged in the Town, with a network of groups and activities that seek to support the prosperity and health and well-being of St Just and the local area. The Town is renowned for the successful community events hosted here which draw crowds of residents and visitors alike, including annual events such as the Lafrowda Festival and St Piran's Day celebrations, as well as the Ordinalia in recent years.

There are a significant number of existing community spaces and buildings across the Town and a range of community groups that use these spaces for their various activities. These include The Knut, Nancherrow Youth Centre, the Old Town Hall and the Miners Chapel, among others. There is an appetite within the Town to support existing community groups and invest in these important community spaces, including causes to invest in older buildings within the Town, such as bringing the Lafrowda Club back to life.

## What are the risks for the future?

Sustaining the number of community groups in the Town, especially in regard of the management and viability of the number of community spaces used, is challenging. A number of existing community groups

are already stretched in terms of volunteers, with reliance on the same people to manage and run them. There are also a large number of community buildings that require upkeep and continued funding, and some spaces are not fully utilised during the whole week or require further investment to keep them fit for purpose. There is a risk of buildings not receiving the use or upkeep they require, resulting in potentially underutilised space within the Town which could be re-purposed to better provide an alternative or mixed use. Reliance solely on volunteers means that the community has a finite capacity and resource to bring forward projects.

## What does a successful future look like?

- A mix of community spaces and uses that cater for a broad demographic and that help create an inclusive, active and healthy community
- The provision of quality community spaces within the Town which are accessible to all.
- Community spaces that have a clear function, including multi-functional spaces to improve efficiency and to help consolidate and manage community volunteering and engagement activities, and address funding challenges
- Successful re-use of redundant community spaces for other uses to provide community and economic benefits where appropriate

- Recognising that locating community uses in the right places can attract footfall and spread investment across the Town
- Adequate funded resource to coordinate and implement community projects, providing support to a range of groups and initiatives

## Project 1.A – Community Enabler

**Detail** – To make the business case for a funded 'Community Enabler' to support a range of Town Council and other community projects and initiatives across the Town and potentially the wider Tin Coast area. The Community Enabler would provide a dedicated resource to help support the implementation of this Plan, including to facilitate funding applications or bid writing to support the suggested projects. They could also have a role in coordinating the activities of other community groups in St Just and the wider parish and leading on the suggested optimisation study of existing community buildings. They could also lead the delivery of key projects in this plan, for example to bring forward a community energy project.

**Reasoning** – Successful implementation of the Plan will require that a number of different projects and initiatives are coordinated. Success will bring significant and quantifiable community and economic benefits and will also help to support the existing network of volunteers.

## Project 1.B – Improve accessibility and functionality of the Plen an Gwari

**Detail** – To explore opportunity for improvements to surfacing, particularly at the entrances, to improve the accessibility and usability of this important space all year round and to provide greater flexibility in its use such as outdoor market space, pop up cinema screenings or music events. To provide wheelchair access and enhanced

entrance space, whilst respecting the setting of the heritage monument

**Reasoning** – The Plen an Gwari is a key asset at the heart of the Town, steeped in history and legacy as an entertainment space. This proposal would ensure activity all year round and provide more event space for things people would like to see, such as music, theatre and cinema space. The works could also enhance access to the Plen an Gwari, ensuring it remains accessible to all. It could also provide additional signage or information related to the history of the Plen an Gwari to provide greater understanding of the heritage and significance of this space.

## Project 1.C – Indoor Market Space

**Detail** – To provide space for an indoor mixed market. This could offer space to sell local food and produce, crafts, gifts etc and would increase footfall generally within the Town. The previous market was supported and has recently restarted in the WI building. A permanent indoor space for the market will ensure its long terms future and allow investment to enhance its attractiveness and draw. The WI building could be the permanent location but there may be other opportunities within existing buildings like the Lafrowda Club or the Miners Chapel, alongside other supporting commercial uses to ensure the market use, and these buildings, remain viable.

**Reasoning** – To provide space for local sellers and producers and to help to diversify the commercial offer in the Town and provide additional retail opportunities for local businesses. The emphasis should be on creating a sought after experience for all, not just market stalls but a mixed market hub with opportunities for food and beverages / coffee / community and other uses alongside this. Evidence shows that this is likely to encourage footfall and trade within the Town, potentially stimulating activity in currently redundant buildings or less central areas of the Town.

#### Project 1.D – Lafrowda Club

**Detail** – A vacant former cultural and community building with a significant history and of prominence within the Town. Subject to the community building feasibility work (see Project 1.E), the building provides opportunity for mixed commercial and community use. There is an intention to deliver a new heritage centre in the Lafrowda to display the history of St Just and wider heritage coast and information about the people that have made up its community. This use could be supported by a commercial element in the form of event space or flexible employment opportunities to help sustain the building and encourage footfall.

There is also opportunity to link the proposed heritage centre with a wider ‘Arts and Heritage’ walking trail around St Just, guiding people around the Town to view historic features, buildings and other assets of interest. This becomes a ‘heritage experience’ and is another attraction within the Town, encouraging footfall around St Just and celebrating its history.

**Reasoning** – An opportunity to bring a significant and important local building back into use for the benefit of as many

people possible. The heritage centre would help to showcase the history of St Just and help people, both residents and visitors alike, to connect the Town with the heritage of the wider landscape. Providing an element of commercial floorspace also responds to demands for new, affordable and flexible business space in the Town. Any commercial element would also help to sustain the viability and maintenance of the building, including the heritage centre.

#### Project 1.E – Community Building Optimisation Study

**Detail** – To commission and undertake a full building optimisation study of the existing community buildings within the Town (such as the Miners Chapel, Lafrowda Club, WI, Recreation Centre, Old Town Hall, Nancherrow Youth Centre, The Knut), to better understand their existing use and purpose, as well as current management and funding structure and any challenges faced. This could be a role led by the Community Enabler (Project 1.A).

This may identify opportunities to explore how groups might be brought together within key community spaces that are fit for purpose and which could serve a number of functions if currently underutilised. This would focus management and funding efforts on key buildings and spaces that are of greatest value to the community. It could then identify any future opportunities for the alternative use of those community buildings that are currently underutilised and explore opportunities to provide other uses of value to the community, such as affordable homes or new employment or business space for example.

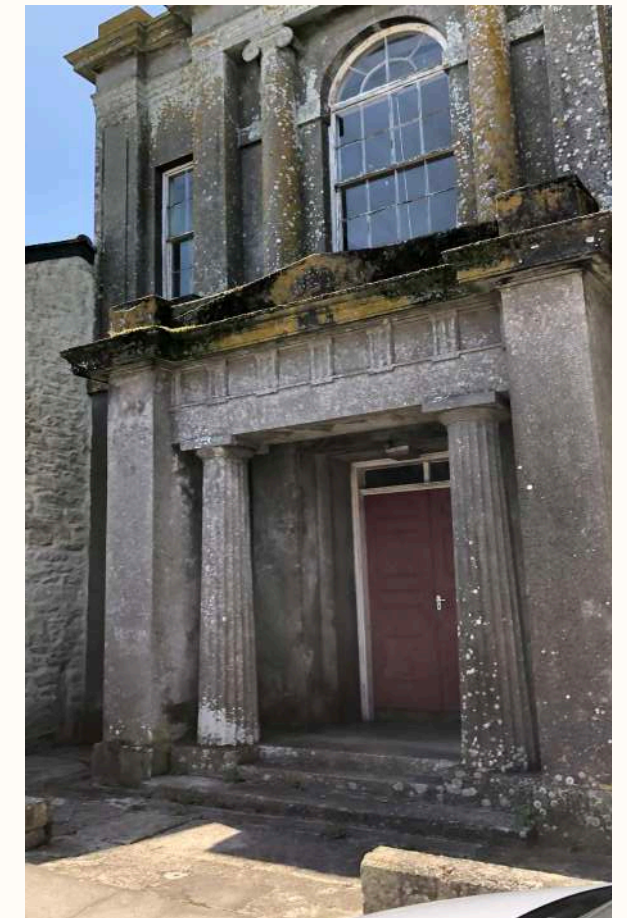
**Reasoning** – This responds to the issue of multiple community venues in the Town, with often uncertain revenue and

management in place to support their short and longer term operation. It also responds to a shortage of development sites or conversion opportunities for other uses to better serve the community or provide spaces for enterprise. It will enable the community to focus efforts and provide better communal spaces that can suit a range of activities. This will free up other space in the Town to provide housing or employment opportunities, to meet needs and demands identified and using previously developed land and buildings.

#### Project 1.F – Opportunities for improved facilities at the St Just Recreation Park

**Detail** – To build on the success of the new skate park, to improve the range of activities in the Recreation Park. This could include additional play equipment such as climbing wall or zip wire. The Recreation Park is one of the most valued and well used areas in the Town by children and young people. They expressed an aspiration to have some covered space in the park to ensure the open space remains attractive to all and useable throughout the year, including when the youth centre isn’t open. In the short term this could comprise a covered bandstand or similar, also providing opportunity for additional outdoor event or performance space. There could be a longer term opportunity, realised through the Community Building Optimisation Study, to re-purpose existing community buildings and create a new multi-purpose community centre, including youth centre, at the Recreation Ground. This would be subject to funding available and possibly realised though (repurpose and redevelopment of other buildings).

**Reasoning** – To respond to ideas from the local youth who place great value on the recreation ground and outdoor / play space and this would provide greater activity and use of the space and allow them to spend more time here all year round.



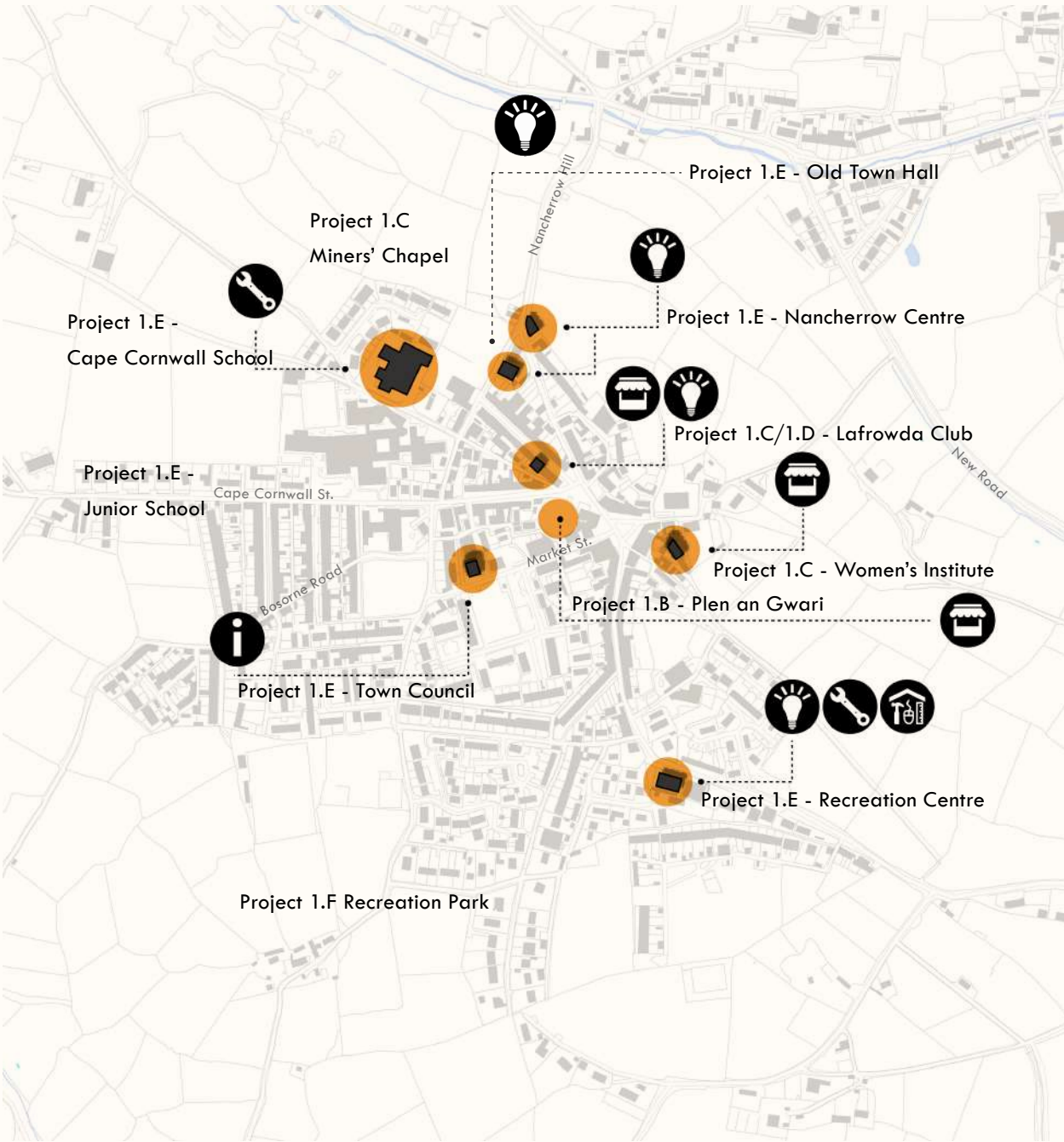
Lafrowda Club Building












Nancherrow Youth Centre



Plan showing existing community uses and ideas for alternate use



Drawing Key

- |                                                                                                       |                                                                                                         |
|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
|  Housing           |  Tourist information |
|  Market Space      |  Outdoor cinema      |
|  Coworking space   |  Employment space    |
|  Archives / museum |  Maker space         |
|  Play space        |                                                                                                         |



1. Outdoor cinema screening
2. Enhance the active playspace offer
3. Ensure outdoor spaces remain accessible to all
4. Opportunity for flexible indoor market space



## 2. To provide the ability for residents and visitors to access the Town easily

### Understanding the opportunities

St Just provides a range of shops and services that residents of the Town and surrounding parishes use on a day-to-day basis. It is the largest town, outside of Penzance, in the West Penwith region with an estimated population of 5,015 people in the St Just Parish. The Town also attracts a number of visitors and tourists each year, either staying in the Town or surrounding area and who use the Town as a base during their stay. It is therefore a popular destination and access to the Town and the quality of the arrival experience and the ease of movement for all is extremely important.

There is currently free parking in the Town for residents and visitors alike. This includes long stay free parking within the main car park on Market Street, as well as intended short stay parking within Market Square and Bank Square. Parking is also unrestricted in the surrounding streets within the Town. Many people value the free parking and the ability to quickly stop and pick up or access whatever they need as they pass through.

The Town is served by existing public transport services, including First Bus local services and the Tin Coaster. There are also a number of local people who already access the Town on foot or by bike. There is an appetite within the Town to reduce reliance on private car use where feasible and encourage more active means of travel.

### What are the risks for the future?

There is increasing conflict between parking pressures for residents and visitors, all trying to access the same spaces in the Town and the main car park is often full. This leads to increased on-street parking around the Town, reducing ease of movement for vehicles and pedestrians and cyclists, as well as the quality of the historic streets and environment. The use of the space around the main car park is not efficient and lacks activity. There is also an issue with enforcement of existing parking within Market Square and Bank Square which can lead to congestion, worsened by impacts of on street servicing and delivery arrangements for the local shops, often by large lorries or vans. There is limited walking and cycling infrastructure in the Town to further encourage use of these more active modes of travel and in places like Fore Street, the pedestrian experience is constrained by narrow pavement and a busy carriageway. To improve the pedestrian experience there is an opportunity to provide easier crossing points of the main roads and more areas that are not dominated by traffic, including providing additional public realm and outdoor seating space for businesses for example, to encourage people to stop and spend time in the centre. For visitors and tourists, their likelihood of returning and providing repeat business in the Town will be influenced by the quality of the environment they experience.

### What does a successful future look like?

- A strategic transport and parking plan is implemented which ensures sufficient parking for residents and visitors, encourages walking and cycling and takes vehicle pressure away from the main areas where pedestrians congregate.
- Streets are pleasant for pedestrian and cyclists to use with less dominance of car parking and vehicle activity.
- Parking is managed in a way that residents have access to a parking space but are encouraged to think about using other means of travel for day-to-day local needs.
- Shared mobility and public transport opportunities are accessible and convenient to all.
- Improved walking and cycling connections are provided between key areas of the Town.
- There is improved signage and wayfinding around the Town.

### Possible Projects

The possible projects identified below start with those which are more strategic in scale and nature, related to a more fundamental shift in arrival experience and approach to parking that seeks to separate visitor and resident spaces in the longer term, as well as then proposals to encourage alternate or active modes of travel as opposed to reliance on private cars.

The changes at the local scale, in terms of reconfiguration of parking spaces within the Town and the greening of local streets

and implementation of greater pedestrian and cycle infrastructure, is dependent on successfully reducing overall parking and congestion pressures in the Town and dealing with the strategic issue and opportunities identified.

### Project 2.A – Park and Stride

**Detail** – At a strategic scale, there should be an exercise to explore any opportunity to move visitor parking outside of the Town and create a new ‘Park and Stride’ experience. Visitors would park on the edge of the Town and be encouraged to walk or cycle into the Town either via existing streets or via existing public footpaths, for example those that connect into Market Square or by the church. The visitor arrival experience could be a positive part of experiencing St Just, increasing the exploration and experience of the Town and providing a greater understanding of its surrounding landscape and setting, rather than simply driving straight into the centre.

There is an opportunity to introduce this on a seasonal basis, during the peak visitor months (typically May-September). This could seek to make use of land, including that currently used for temporary parking when events are held in the Town or land that is intended to be brought forward for development in due course, providing significant community benefit. Reasoning – This will improve the arrival experience for visitors, allowing them to park on the edge of the Town and experience the views to and across the Town within its stunning setting. Importantly, this would also improve accessibility and the parking experience for local people, by freeing up parking space in the Town and importantly within the main car park on Market Street.



The ability to introduce parking permits for residents would help to further manage the space for the benefit of local people and if charged for, even on a small scale, it would create some additional funding opportunity for investment back into the local community or to create funds for management.

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### **Project 2.B – Improving the main car park and opportunity to create a ‘Mobility Hub’**

**Detail** – Improved visitor parking through the creation of a Park and Stride facility could create the opportunity to reconfigure space within the main car park to improve the layout and efficiency of the space, including opportunity for landscaping and greening, providing greater connection with other green spaces such as the Plen an Gwari or the playing fields at the end of Market Street.

The Vision suggests the central area including the bus station and car park could, in time, become a new mobility hub, responding to changing travel demand patterns over time, including opportunity for a car club, electric vehicle charging spaces, bicycle parking and hire and improved bus station facilities. The mobility hub could include a new shared car club for St Just and even electric cycle hire.

**Reasoning** – The creation of a mobility hub responds to the Town’s aspirations to be forward thinking and in helping the Town remain resilient and to respond to climate change, including the provision of electric vehicle charging, car club and cycle hire opportunities to reduce reliance on multiple private car ownership. There is currently a lack of electric vehicle charging space in St Just which may be limiting the take up of these vehicles locally as well as the opportunity to attract visitors travelling in electric vehicles. The hub could even be expanded to include other ‘services’ that the community could share/hire to support the a circular economy.

There is opportunity to link to the cycle hire initiative currently being explored by the Tin Coast Partnership and to link to and promote local walking and cycling trails as a further activity for residents and also visitors as an attraction from the Town.

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### **Project 2.C – Opportunity within Bank Square**

**Detail** – Opportunity to enhance activity within and around Bank Square, making it easier to move around the square with enhanced crossing points and also expanding the pavement along Cape Cornwall Street to facilitate people along here to access those businesses. There is opportunity to make more use of the space outside the Plen an Gwarri with more planting and outdoor seating areas and space for pop up stall or van in the summer months. The area of car parking to the north of Bank Square can retain formal parking spaces but the pedestrian experience could be improved by widening pavements and additional planting. Bank square may be a good location for bicycle hire or bike parking spaces and signage could help to enhance connectivity with Market Square.

**Reasoning** – There is an emphasis on retaining the existing ease and amount of parking in the squares, whilst also improving the experience for pedestrians when spending time or moving around them, enhancing the space in which to spend time and to stop and support local businesses. Improving pedestrian connectivity around Bank Square and linking up between existing businesses with the centre of the Town more strongly. This will also provide opportunity for more landscaping and greening and planting within the street spaces, including introducing street trees of appropriate scale and species. There is also opportunity through additional public realm for pop up events, stalls or potential for a high visibility outdoor market to promote activity in these areas.

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### **Project 2.D – Traffic calming on Fore Street**

**Detail** – The Vision suggests an additional give-take arrangement could be implemented on Fore Street, to formalise the existing informal arrangement in which vehicles wait to allow others to pass where the road is only wide enough for one car. This would help to naturally manage the flow of traffic. Where the road is formalised as single carriageway, this provides opportunity to widen pavements, including at existing building pinch points, to make this more continuous along Fore Street and provide improved safety and accessibility along this route, enhancing an important pedestrian route into the Town.

Any proposals for traffic calming within the town and best location for these measures would need to be considered as part of the Safer Roads scheme proposals being discussed with Cornwall Council.

**Reasoning** – This provides opportunity to widen the pavements along Fore Street where the existing road is only one way, improving the experience for and safety of pedestrians moving along the street. It will encourage people to walk along this route, improving accessibility and footfall for local businesses here.

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### **Project 2.E – Signage and Wayfinding**

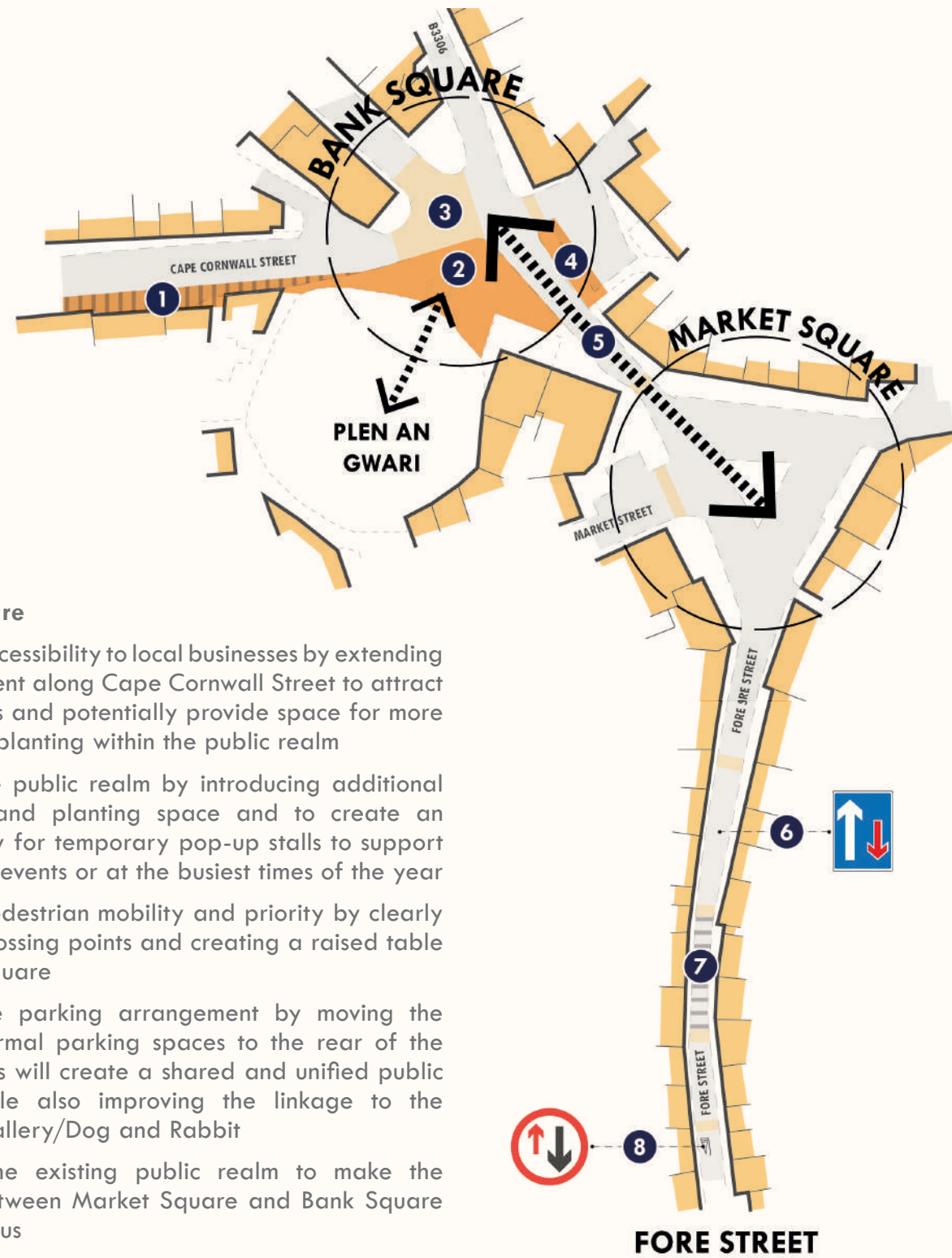
**Detail** – To create a series of defined walking trails around the Town which could be themed: Arts - linking up local galleries; Heritage – linking up and providing information on historic buildings and spaces; or Landscape connections – to promote access to Carn Bosavern Rocks or towards the coast or Cot Valley. This could be promoted by the Town Council or via the Tin Coast app. Along these routes there would be opportunities to signpost to other

local businesses. It is suggested that there is additional fingerpost signage in Bank Square to identify routes from here and key local businesses, to consolidate existing sandwich boards and similar to provide a consistent approach to signage. There are also opportunities to provide signage or bunting above the street scene to enhance character and identity of the streets around the Town and encourage people along all routes.

Footpaths around the town need ongoing maintenance to encourage people to use them to access local landscape as well as for connectivity on foot from the town to surrounding parishes. Use of the Community Enabler role or others to contact Cornwall Council Local Maintenance Partnership for example to organise works needed to public rights of way.

**Reasoning** – To demonstrate what is available in the Town and wider area, in addition to the businesses in the heart of the Town around Market Square which attract the most footfall. This encourages people to spend time in and to fully explore St Just and everything the Town has to offer. Encouraging visitors to spend longer in the Town will increase expenditure and the mix of cultural history with urban and rural landscapes will address the wider tourism objectives of year round activity.





### Bank Square

- 1 Enhance accessibility to local businesses by extending the pavement along Cape Cornwall Street to attract pedestrians and potentially provide space for more seating or planting within the public realm
- 2 Elevate the public realm by introducing additional greenery and planting space and to create an opportunity for temporary pop-up stalls to support community events or at the busiest times of the year
- 3 Improve pedestrian mobility and priority by clearly defining crossing points and creating a raised table on Bank Square
- 4 Amend the parking arrangement by moving the existing formal parking spaces to the rear of the square. This will create a shared and unified public realm, while also improving the linkage to the Jackson Gallery/Dog and Rabbit
- 5 Enhance the existing public realm to make the linkage between Market Square and Bank Square more obvious

### Fore Street

- 6 Suggested vehicle give - take arrangement which formalises existing waiting arrangement and improves the flow of traffic
- 7 Use material treatment on road surface where pavement is enhanced to denote an informal crossing point
- 8 Opportunity to widen footways at existing building pinch points and improving pedestrian route

### Examples of possible ways to enliven Bank Square



1. Temporary mobile bike cafe
2. Outdoor seating & planting on Broad Street, Oxford
3. The Southernhay pop up market in Exeter
4. Temporary Tin Box Coffee Company van on Penzance Promenade

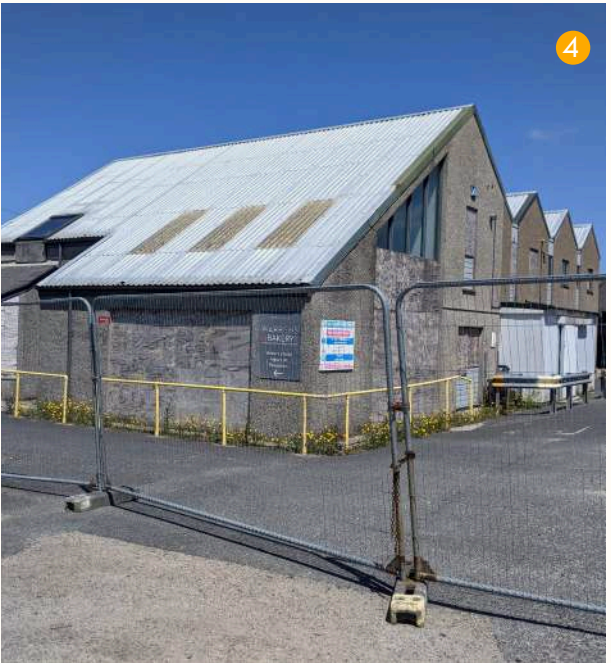


Plan demonstrating the significance of connectivity between local businesses, community places, and Bank and Market Square within the Town Centre



- Drawing Key**

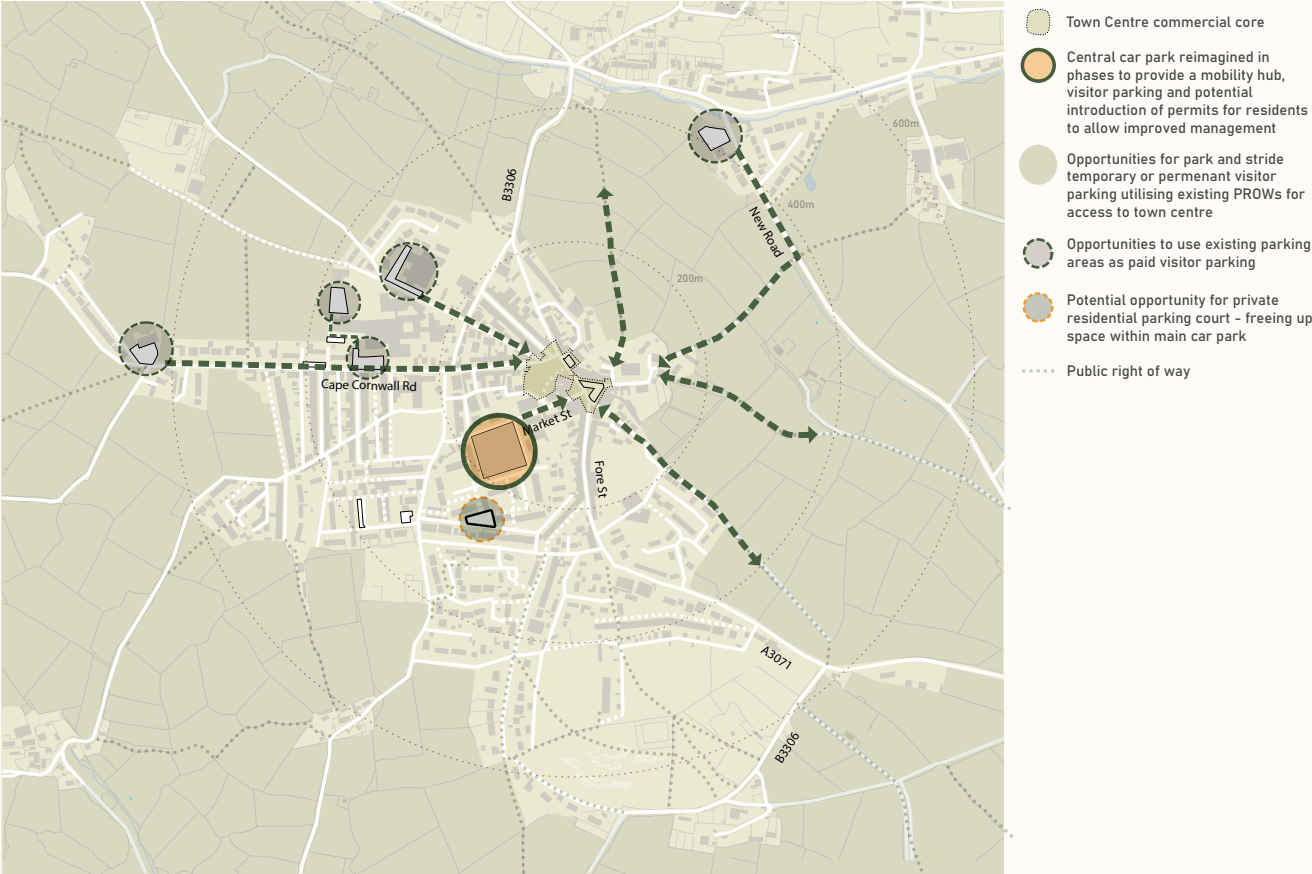
  - Bank & Market Square
  - St Just Miners' Chapel
  - St Just Parish Church
  - Local Schools
  - Jackson Foundation Gallery
- Youth Centre
  - Tourist Information Centre / Library
  - Lafrowda Car Park
  - Women's Institute
  - Plen an Gwari
  - Key Commercial Opportunity



- 1. Cape Cornwall Street / Makers Emporium
- 2. St Just Miners' Chapel
- 3. Bank House / Square
- 4. Former Warrens Bakery Site
- 5. Fore Street looking towards Market Square



Strategic Approach to Parking



Plan showing phased approach to the Main Car Park

Town Centre Car Park - Short Term Proposals

- 1 Mobility Hub with green canopy - to incorporate bicycle parking, Car Club / EV parking, parcel collection, e-cargo bike share, and travel information
- 2 Shared surface crossing - buff or grey carriageway surface dressing
- 3 Bus stop and shelter retained
- 4 Coach / bus layover bay
- 5 Crossing to Library / Tourist Information Centre
- 6 Landscape greening to frontage - Planters alongside wall - Small trees to entrance areas and existing bicycle parking (bicycle parking moved to mobility hub)
- 7 Car park entrance radii reduced improving crossing conditions for pedestrians
- 8 No changes to main car park
- 9 Car Club / Permit\* parking only (12-15 spaces approx) - greening to non parking areas

\* Yearly permit sold for residents / workers



Parking - Wider Phasing Strategy

Step 1 - Introduce new modal options

To include:

- Mobility Hub project as described
- Informal seasonal Park & Stride on town outskirts

Step 2 - Optimise Parking

To Include:

- Delivery of several micro residential car parks in neighbourhoods
- Formalisation of Park and Stride
- Parking management in main car park (potentially short term at the front, long term at the back and additional permit spaces)

Parking optimisation may in the future provide opportunity to further green the main car park as parking spaces are provided elsewhere, and expand EV charging.



1. Introducing bunting or street signage to give character and identity, see Chapel Street, Penzance
2. Mobility hub to promote different modes of travel, including new cycle-hire facilities
3. Opportunity for outdoor market space within the Town at certain times of the year
4. Edge of town seasonal 'Park and Stride' for visitors, within landscaped setting



### 3. To encourage a resilient and more self-sufficient St Just

#### Understanding the opportunities

Climate change is an issue of global importance, which is recognised in St Just and there is already a strong local commitment to tackling this. There are numerous examples of local initiatives seeking to address the Town's self-sufficiency and role in addressing and preparing for climate change. For example, Bosavern Community Farm and the Climate Change Action Group mean that people are actively engaged in conversations about how the community can help to sustain St Just and keep the Town resilient in the face of a changing climate, promoting conversations and activity in terms of local food production, biodiversity enhancement and planting opportunities and

There is opportunity for the Town to become increasingly self-sufficient in terms of food production and renewable energy generation as well as in driving the development and investment that it wants to see to ensure that the commercial and community health of the Town is sustained and to help reduce carbon emissions.

**It should be noted that the opportunities and possible projects identified under 'Objective 2 – improving access to the Town', and which seek to promote more sustainable means of travel and reduce reliance on private car use, will also contribute to Objective 3.**

#### What are the risks for the future?

There is a need for more sustainable energy generation and to improve the security and resilience of the Town. This is a key objective within the Neighbourhood Development Plan - to encourage the use of renewable energy and support the development of community energy projects.

The St Just Energy and Carbon Audit (June 2019) is a good starting point for understanding current energy demands in the Town and the opportunities that could exist for carbon savings. The report found that the Parish produces nearly 27,000 tonnes of CO<sub>2</sub> a year (2016) from the local energy demand. There is potential for solar electricity in the area, with open space potentially available, albeit there are issues around landscape and heritage sensitivity which would require appropriate mitigation. Larger scale wind turbines located in the AONB will be more difficult to deliver and the Cornwall Climate Emergency Development Plan Document (draft Feb 2021) currently does not identify St Just as an area suitable for wind energy, albeit there may be opportunity for smaller scale wind generation projects. The present renewable electricity supply is from roof mounted solar panels and some small wind turbines which together produce under 3% of local electricity demand but it is clear there is an appetite to increase reliance on such renewable energy sources.

There is also a desire to maximise planting and food growing opportunities to ensure local production that the Town can rely on. Greening and planting within the streetscene will also encourage biodiversity and opportunity for nature and wildlife to thrive.

#### What does a successful future look like?

- St Just becomes at least partially energy self-sufficient, benefiting local people in terms of stability of energy supply and reduced bills.
- Projects contribute to a reduction in carbon emissions
- Infrastructure is designed to play a positive role in place-making and providing resilience for a changing climate
- Buildings are energy efficient, utilising a fabric first approach and utilising suitable standards such as whole life carbon assessment
- Green spaces provide multi-functional, safe and attractive places for play, recreation, food growing, socialising, biodiversity and sustainable drainage and are well connected to the wider network of spaces
- Space is created specifically for nature delivering biodiversity gain

#### Project 3.A – Community Energy Generation

**Detail** – Opportunity for community solar generation – likely to be via medium to smaller scale community owned renewable energy installation such as solar on existing buildings, or smaller scale wind

turbines within the settlement. There are also discussions at present about the use of former tin mines to generate geothermal heating, feasibility studies are planned to take place in relation to the potential of Geevor Tin Mine for example. The use of community energy projects helps not only to generate locally produced and retained energy but can generate energy for sale to national grid, in turn creating funds for investment. There are also opportunities for heat pumps for existing buildings in order to reduce carbon emissions and operational costs.

**Reasoning** – To improve the Town's reliance on renewable energy generation and to provide stable energy supply and lower bills for local people. Proposals for renewable energy generation, particularly solar or wind, will need to be carefully mitigated in terms of their impacts on the surrounding landscape and can be mitigated in terms of visual impacts through appropriate screening.

#### Project 3.B – Biodiversity and Community Planting Project

**Detail** – To identify spaces within the Town that could be used for new biodiverse planting – to encourage delivery by local community groups or the schools, including encouraging links with Bosavern Community Farm. To provide education and information about what is planted there and what this encourages in terms of nature and biodiversity enhancements. There is opportunity to provide additional wildflower gardens and green incidental space across the Town. This includes space for additional planters within the squares if more public realm space is created.

**Reasoning** – To develop an understanding of the need for biodiverse planting and how this can help nature recovering. To educate



the community and young people to get involved and help manage these spaces.

### Project 3.C – Community Growing Space

**Detail** – To identify land within walking and cycling distance of the Town that could be used for additional communal allotment or growing spaces.

Suggested locations could include land to the north of the Town, connected by existing public rights of way or footpaths into the Town or behind the Youth Centre, to generate interest from young people and activity on the southern fringes of the Town. It could also be linked to any opportunity at the Recreation Park (Project 1.F) to introduce new planting and landscaping, including edible planting opportunities, which could be something for children of the Town to take ownership of.

**Reasoning** – This would build on the success of the similar activity at places like Bosavern Community Farm and the Kenidjack Allotments, and there is great demand for more allotment or growing space in the Town. It would encourage more people to engage with the idea of local food production.

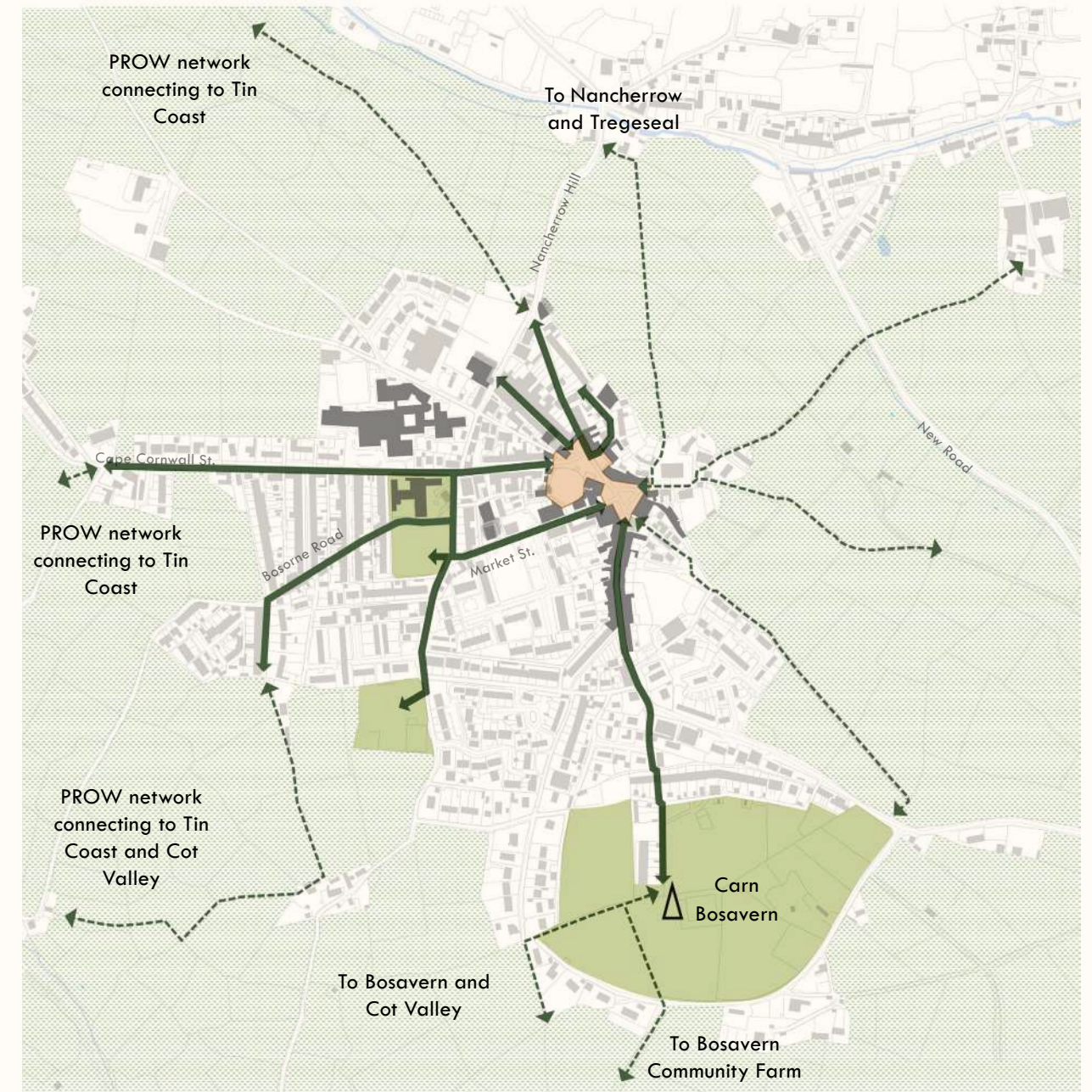
Linking this to space at the Recreation Park would encourage interest in the community and environment from the young people, to learn about importance of food production or planting for biodiversity and there is opportunity to link up with local schools or community groups to help manage this space.

### Project 3.D – Creating more ‘liveable’ streets and neighbourhoods

**Detail** – Addressing traffic and parking issues under Objective 2 will help to reduce the number of people driving through the Town and around surrounding residential streets. The intention is this would create safer and more pleasant environments for people to walk and cycle about the Town. It could also create opportunity for additional street planting, or pavement widening where parking pressures could be reduced over time. There are opportunities to encourage additional cycle infrastructure in the form of parking stands within the town centre and main car and clear cycle routes / trails that link with wider cycle hire initiatives being implemented.

**Reasoning** – Calmer streets with more space for walking and cycling will encourage people not to use their car to access local services and support a shift away from the dominance of cars within the streets.

### Plan showing landscape connectivity and opportunities to help address climate change and improve self-sufficiency



#### Drawing Key

- Improved pedestrian route
- Public Right of Way
- Important open spaces
- Centre of town
- Zone for future visitor parking sites as part of out-of-town ‘park and stride’ strategy





- 1. Open space with biodiverse planting
- 2. Encourage community engagement with planting in the Town and with local groups such as the community farm
- 3. Interpretive information to encourage wildlife spotting, example from Boscawen, Truro
- 4. Formal growing space and community allotments
- 5. Opportunity to reclaim street space through reduced parking pressure, greening streets and making the Town more attractive for walking and cycling

# 4. To strengthen and enhance the locally-led economy

## Understanding the opportunities

St Just is made up of great local businesses that support each other, as was evident during the COVID pandemic and through a quick and engaged response to initiatives such as the Daisy Chain. All businesses are largely local or independent, providing a unique offer for both local people and visitors alike.

There is limited retail or other business vacancy in St Just and demand for space in the Town appears to be strong with available properties being re-let quickly. There is evidence of new business moving into the Town and the flexible employment space within Bank House has been a success. There is a demand for additional affordable and flexible workspace within St Just. Spider Eye is a great example of a local technology business making it work in the Town. As more people work from home in the post-pandemic era, there becomes greater flexibility in where people choose to live or even visit, with many looking to places like St Just which offers a great quality of life and access to services, and there is opportunity to capitalise on those looking for shorter term or flexible shared workspaces that enable this way of life.

This also aligns with key objective in the Neighbourhood Development Plan that seeks to enable commercial development which respects its setting and provides employment opportunities.

It should be noted that the opportunities and possible projects identified under ‘Objective 1 – sustaining the local community’, and which seek to enhance the mix of uses and also the functionality and operation of existing floorspace within the Town, will also contribute to Objective 4.

## What are the risks for the future?

It is important to ensure that the Town remains commercially resilient and competitive. At present, existing businesses work well together helping to support and encourage business and trade between all. Given the importance of all existing businesses in contributing to the unique commercial offer, the Vision considers the Town holistically, with ideas around improving connectivity, wayfinding and encouraging access and footfall throughout the whole Town. It has not been considered necessary to define primary or secondary retail areas in a town of this scale, instead recommending proposals to support a range of businesses in all locations of the Town.

There are few commercial vacancies at present and without new development opportunities coming forward, there is little opportunity for new businesses to find premises in the Town, including affordable start up workshops or flexible workspace which was considered to be in demand.



The impact of parking and traffic on the local business environment and complexities around access and servicing to premises could be a deterrent if existing pressures for parking space and competing highways uses are not better managed.

Local businesses are also threatened by the availability and affordability of homes in the local area, which impacts on staffing and recruitment, with people not being able to find or afford somewhere to live in the Town.

### **What does a successful future look like?**

- Diverse range of businesses are retained across the Town
- Innovative, quality, affordable business and employment space is available for those who need it in prominent and accessible locations
- Businesses are supported by necessary infrastructure to operate efficiently and successfully from the Town
- A strong and supportive business network and community is encouraged

### **Project 4.A – Re-establish chamber of commerce or similar**

**Detail** – Re-establish a formalised group to discuss operations within the Town and how businesses can best work together and support each other to sustain the economic success of the Town (links to Community Enabler– Project 1.A). To discuss and agree local initiatives and ideas that will encourage spending and investment in the Town to ensure benefits are shared by all. In terms of support between businesses, there could be opportunity to share resources between businesses to help address issues

such as staffing or maintenance. There could be a role for an app or other technology that businesses could sign up to help find staff and assist with recruitment as needed.

**Reasoning** – To bring businesses together and build on a common purpose of making sure the Town remains accessible and affordable to a range of businesses and employers and to help ensure that spending in the Town is captured in local investment and return to the community..

### **Project 4.B – Protecting existing commercial premises**

**Detail** – Existing policies in the Cornwall Local Plan and St Just Neighbourhood Development Plan (NDP) already seek to protect against the loss of commercial and business use. Opportunity to strengthen policy in the NDP to link to marketing evidence required to justify any loss of commercial premises to housing, to align with adopted Cornwall Local Plan and influence any future local plan review.

**Reasoning** – To ensure that existing business space and shops and services cannot easily be converted to housing, importantly holiday lets or similar, to help sustain St Just as an important economic hub with a diverse commercial offer and business and employment opportunities.

Other suggested projects and initiatives within the Vision will also help to ensure that the Town remains a successful and attractive place from which to do business. For example, opportunities to provide additional flexible workspace in the Town helps to encourage and sustain new business, addressing issues around parking and mobility around the Town means people will continue to visit St Just and spend time here supporting local shops and services etc.

### **Project 4.C – New employment sites**

**Detail** – To identify and promote land within and around the Town that could be developed to include new employment floorspace, meeting demand for workspace and workshops. The opportunity here is to provide workspace with the brand, quality and environment that is also likely to attract high skill and high value jobs that could bring a wider economic benefit to the Town as seen with Spider Eye and Richard Gowan Associates. There could be opportunity at the former Warrens Bakery site for example to provide new space for employment uses such as light industrial or studio and maker type space.

**Reasoning** – To provide additional opportunities for those who want to live and work in the area to have access to and be able to afford space. To help retain a local and economically active population, including young people, who want to stay in the area.

To allow existing businesses to grow and provide opportunities for new businesses to start or to move into the area. This is part of the wider restructuring of the post mining economy and the need to provide higher value year-round employment.

### **Project 4.D – Additional flexible business space**

**Detail** – Through suggested projects such as the community building feasibility study (Objective 1) to identify spaces within the Town which could provide additional flexible business or office space.

**Reasoning** – Ensure the Town remains attractive as a place from which to do business, ensuring existing buildings to remain in active use and generate investment in these buildings, as well as

the wider town. Growing the business base and allowing local entrepreneurship will retain investment and talent in the Town.

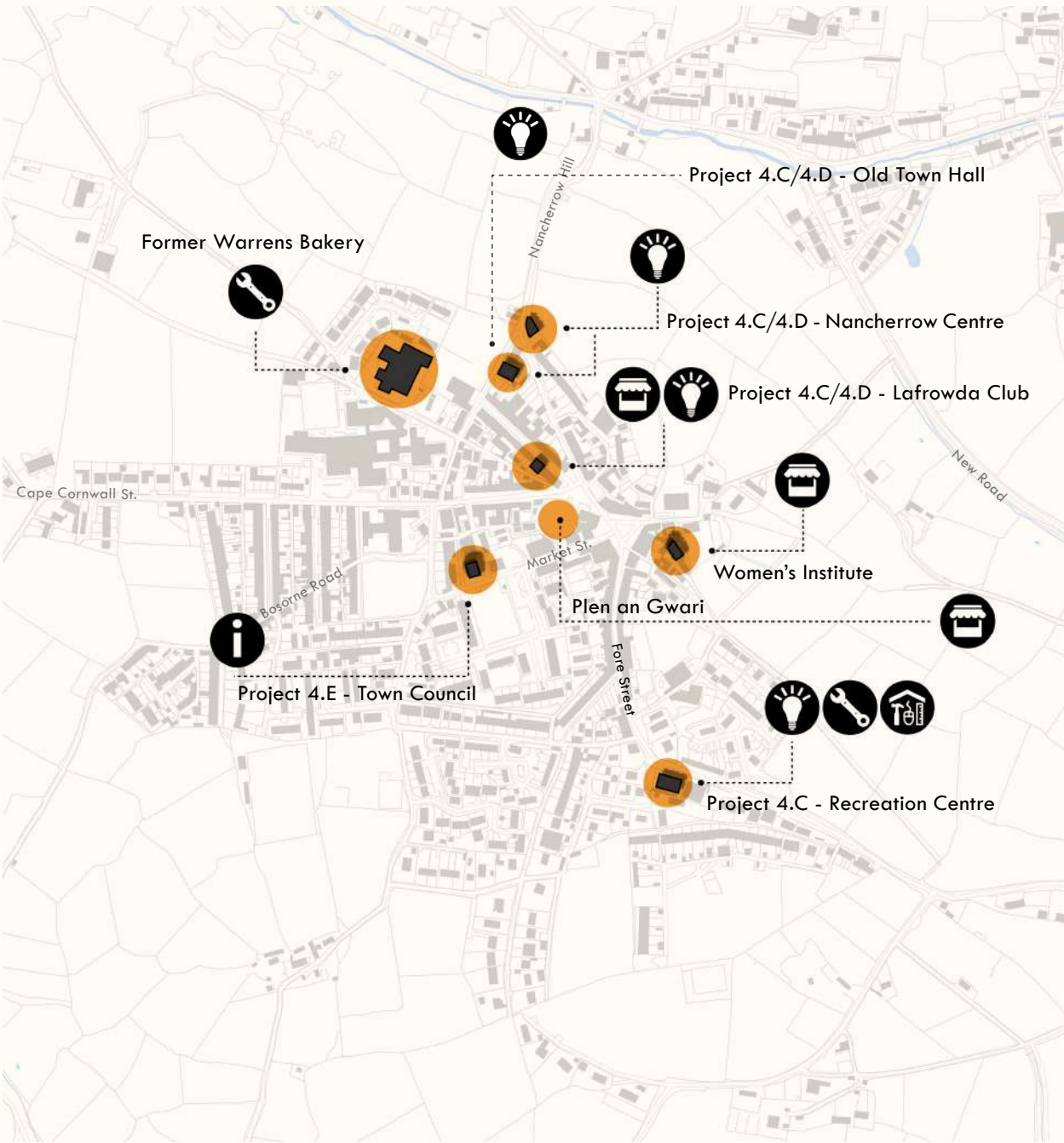
### **Project 4.E – Visitor and tourist information**

**Detail** – To provide dedicated space for visitor information boards within existing community buildings (e.g. the Plen an Gwari, the Library, or future opportunity within the Lafrowda Club) or an existing business premises that may be willing to host, in order to provide greater access to information about what's in the St Just in terms of shops and services, but also the buildings or open spaces of interest or the connections with the surrounding area and landscape. This initiative could be driven by the Town Chamber of Commerce once established. There is opportunity to better link up with the promotion of the Town and the information already available on the Tin Coast Partnership app.


**Reasoning** – To promote and support all businesses within the Town, even those that may not be in as prominent a location as the main squares. This also provides an opportunity to showcase and celebrate the remarkable heritage and context of St Just making it clearer and easier to experience through information and signage. Locating the visitor hubs within existing buildings or business will encourage people (footfall) to this space and also saves on resource and funding for the management of this space.

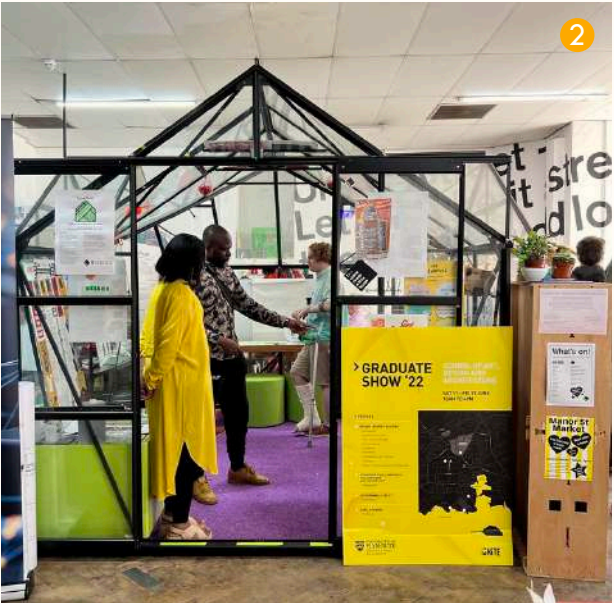


Plan showing existing community buildings and those identified as having potential to deliver additional commercial space



Drawing Key

- |                                                                                                             |                                                                                                         |
|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
|  Housing                 |  Tourist information |
|  Market Space            |  Outdoor cinema      |
|  Coworking/ office space |  Employment space    |
|  Archives / museum       |  Maker space         |
|  Play space              |                                                                                                         |



1. Bhive, Newquay's hub for creative innovation and local business
2. Krowji Creative Hub in Redruth
3. The Hangar co-working space in Newquay
4. Support new workshop and light industrial spaces, especially replacing sites being lost in St Just



# 5. To ensure everyone has access to good quality housing

## Understanding the opportunities

The Town is a popular place to live and there is continued demand for housing and accommodation in and around St Just. Importantly there is a need for housing for local people and housing that is affordable. There is demand for affordable housing in the local area with 98 households registered with Cornwall housing. Help to Buy SW who register those looking to buy and affordable home show that there are 15 households in housing need with a local connection to St Just.

It is apparent is that St Just is a place that people want to live and that they are proud of. The delivery of new homes, in a sustainable location, and which meets the needs of local people in terms of size and affordability would likely be supported. This also aligns with a key objective in the Neighbourhood Development Plan, seeking to promote housing development which focuses on local needs for affordability, size and tenure.

**It is acknowledged that the opportunities and possible projects identified under 'Objective 1 – sustaining the local community' and which start to identify opportunity for new or re-purposed floorspace in the Town to provide alternate uses, will also contribute to Objective 5.**

## What are the risks for the future?

Rising house prices and availability of housing stock is impacting on the number of available homes for local people or those wishing to move and live in St Just on a full time basis. This is meaning more people face having to move out of the area to access housing, particularly affordable housing for which there is significant demand.

There is also a threat to both existing and future local businesses and employers if they cannot employ or retain staff due to a lack of available housing in the local area.

## What does a successful future look like?

- Homes are affordable and cater for a broad demographic and are capable of being adapted to changing demands.
- Homes are spacious and of high quality
- Homes are delivered for local people
- Buildings are well designed using high-quality materials which enhance the local character and help raise the overall built quality of the Town

## Project 4.A – New housing development

**Detail** – There are no allocated sites in or around the Town to develop new housing. There are however development proposals in the pipeline related to edge of Town sites and these should be supported where appropriate, having regard to landscape and environmental impacts, heritage impacts and other important material considerations, and where they meet the test for rural exception sites and will deliver affordable housing, as well as having regard to policies in the Cornwall Local Plan and Neighbourhood Development Plan. Whilst sites are not formally allocated for development in St Just in the Local Plan or NDP, it will be important to ensure that there is a slightly joined up approach to thinking about exception sites and the best location for these and how they can help to deliver on other aspirations, or even suggested projects, contained within the Vision.

**Reasoning** – To deliver more homes for local people. Ensuring people have opportunity to live in the Town will help to sustain local businesses and provide opportunity for all, including young people, who wish to stay in the Town. Feedback indicates that a lack of suitable housing can make recruitment difficult if people have to move to the area

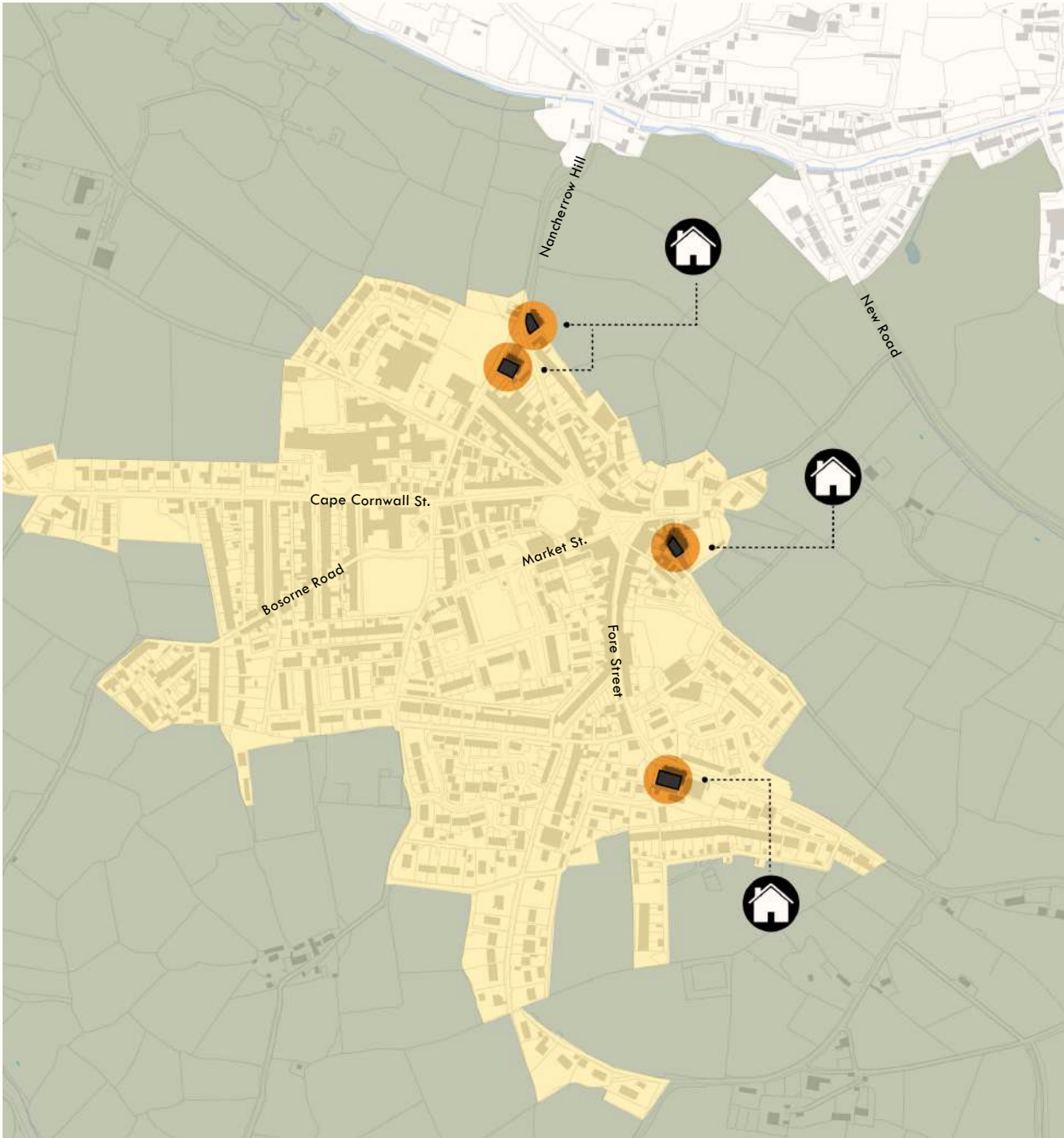
## Project 4.B – Infill Housing

**Detail** – To support housing on appropriate previously developed land and sites within the Town boundary, having regard to policies in the Cornwall Local Plan and Neighbourhood Development Plan.

**Reasoning** – To make the most of previously developed land within the settlement boundary where possible. Small infill sites still make an important contribution to delivering housing, and could promote opportunity to work with innovative development partners.



Plan showing potential housing development opportunities



Drawing Key

- Existing community building - to explore any opportunity for future housing delivery
- Areas of infill or brownfield development within the informal existing built boundary of the Town
- Housing development opportunities as rural exception sites

- Existing traditional terraced housing style to influence material palettes, e.g. slate, stone and rendered finish
- Example of how the use of local and traditional material can be used in new development
- Existing Live West estate, opportunity to use land around for additional homes. Already utilising air source heat pumps for efficiency
- Contemporary architecture has a place to promote sustainable design and construction
- Edge of settlement opportunities for new housing, subject to policy compliance, appropriate mix of housing and good design





# Delivery and Implementation Plan

This Plan demonstrates the benefits and outcomes to be realised from the projects identified and that contribute to the wider Vision - ensuring that St Just remains a sustained and successful place for the future. This Plan aims to provide a tool from which to identify future priority projects in order to take advantage of funding and other delivery mechanisms and to ensure that growth and development in the Town is contributing to a shared Vision.

The Plan gives the community the tool to drive the development and investment that it wants to see.





## 1. To sustain an energetic and engaged community

### Project 1.A – Role for a ‘Community Enabler’ (Medium Term)

**Mechanism:** To explore with the Tin Coast Partnership (TCP) and link with the role for a Community Interest Company promoted in the draft Destination Management Plan. Explore opportunity for funding for a paid position of a community enabler who is responsible for St Just and wider Tin Coast area, via the TCP or Cornwall Council as appointing body. Avoiding duplication by building on existing initiatives will make better use of resources and increase the chance of securing funding.

### Project 1.B – Improve accessibility and functionality of the Plen an Gwari (Short Term – trial and pop up event Medium Term – investment in the space and formation of wider cultural events programme)

**Mechanism:** Opportunity for Good Growth Shared Prosperity Funding bid – Culture and Heritage-led Regeneration and Skills. This could include partnering with the TCP as part of a wider proposed cultural events programme to achieve funding for delivery of investment in these spaces and encouragement of new activities in historic buildings and assets in St Just and the wider region. Further funding bid opportunities until August 2023 and minimum grant award of £150,000, so partnering as part of a wider cultural investment strategy and event programme would be helpful.

In respect of outdoor cinema and screening equipment, some of the equipment is already locally available and may be loaned from relevant community groups in order to test demand and how events

could run. This would further understand improvements to access, surfacing and equipment that would be beneficial to help facilitate the use of this space consistently and throughout the year.

### Project 1.C – Indoor / Outdoor Market Space (Medium Term)

**Mechanism:** Opportunity to link to any bid for Good Growth Shared Prosperity Funding bid – Culture and Heritage-led Regeneration and Skills in respect of investing in existing cultural and historic buildings in the Town (e.g. the Miners Chapel) to diversify the use of the buildings or to utilise existing open space (e.g. The Plen an Gwari) or within Bank or Market Square which could be closed off on certain times of the year / days of the month to facilitate an outdoor market. Further funding bid opportunities until August 2023.

Also opportunity to partner with independent consultancies or event management services, such as Miss Ivy Events (SW based), who specialise in delivering unique, high quality events, including things like local craft or other themed markets, in diverse and unique venues. They would help to advise on feasibility and viability of the use of spaces within the Town.

### Project 1.D – Lafrowda Club (Medium Term)

**Mechanism:** Opportunities are already being explored through the Architectural Heritage Fund for initial investment in the building and creation of the heritage centre. Next round of project viability grant funding applications is proposed in October 2022.

There is space within the building that could also be used to deliver an element of commercial floorspace, likely in the form of flexible or shared workspace or potential events space to be charged for and to generate revenue. This supporting commercial use would help to ensure the building and the operation of the heritage centre remains viable.

There is also opportunity to link to any Good Growth Shared Prosperity Funding bid – Culture and Heritage-led Regeneration and Skills which will support the conservation, use, and re-use of heritage assets. Further funding bid opportunities until August 2023.

### Project 1.E – Wider Community Building Optimisation Study (Study - Short Term / Delivery – Longer Term)

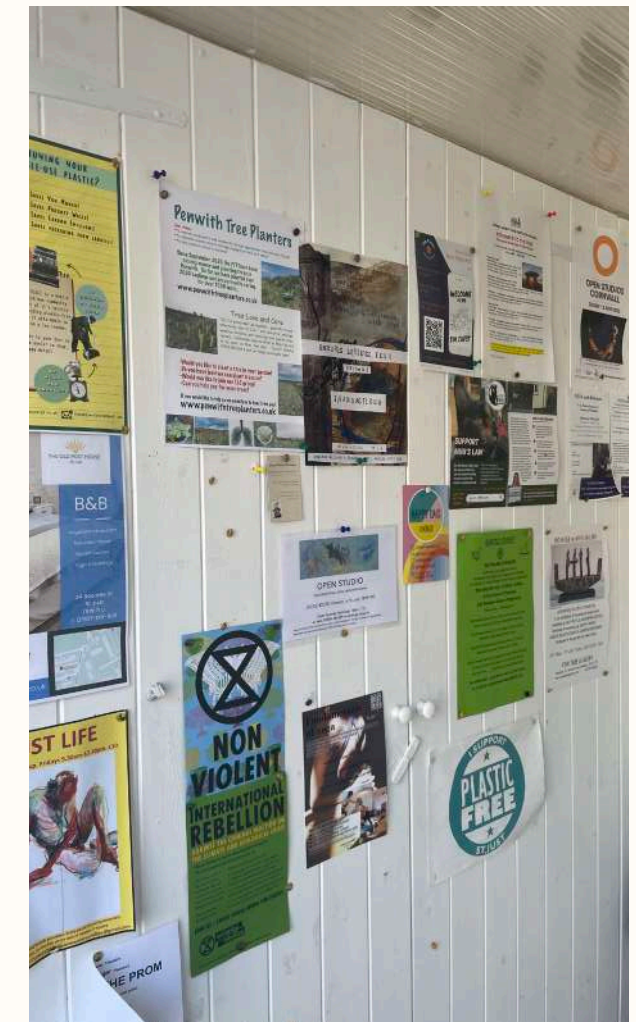
**Mechanism:** Link to opportunity for funding through the Good Growth Shared Prosperity Funding, either current or future funding streams. To be driven by community enabler. Responds to opportunities highlighted both through NDP survey and engagement in respect of this Vision, that there may be opportunity to re-purpose some of the existing community spaces to provide alternate or more flexible use.

### Project 1.F – Opportunities for improved facilities at the St Just Recreation Park (Medium Term)

**Mechanism:** Likely to be opportunity from smaller scale funding pots. Opportunity for additional National Lottery Funding, potentially through Community Fund (same way as the skate park) or the Awards for All funding stream which provides smaller scale funding (max. £10,000) but could support smaller scale community planting project or covered facility in the recreation park to diversify the use of the space for the

community, particularly young people to whom the space is of great importance.

Any longer term vision to deliver new community building in the Recreation Park could be funded from the sale of existing community assets or building, identified through Project 1.E as having opportunity to be re-purposed for alternate use. It is likely this would need to be supported by additional National Lottery Funding or similar.





## 2. To provide the ability for residents and visitors to access the Town easily

### Project 2.A – Park and Stride (Longer Term)

**Mechanism:** To identify out of town location and mechanism for securing development. Opportunities for early discussion with landowners is encouraged, including any potential for this to form part of future development proposals. A pilot park and stride facility could be created on a seasonal basis to test viability and feasibility. For either a temporary or permanent solution planning permission would be required for the change of use of land.

### Project 2.B – Central car park enhancements and creation of a mobility hub (Medium – longer term)

**Mechanism:** Monitor funding streams available over time. Some funds generated by out of town visitor parking could be reinvested back into the car park. To work with TCP on funding opportunities.

### Project 2.C – Enhancements to Bank Square (Medium Term)

**Mechanism:** There could be opportunity through the Good Growth Shared Prosperity Funding – Town, Rural and Coastal High Street Development and Skills programme which focuses on projects that can regenerate existing retail centres and/or improve the productivity of business located on high streets. Further funding bid opportunities until August 2023.

### Project 2.D – Traffic calming on Fore Street (Medium Term)

**Mechanism:** Concept proposals included to demonstrate how a formalised ‘give take’ arrangement could work and help to manage existing traffic flows and provide additional pavement space along Fore Street. Previously discounted by Cormac and Cornwall Council but if there is community support for the proposal and it can be demonstrated how this links to the wider vision and Town Centre improvements, then there may be opportunity to consider as part of future programme of highways works and possibly linked to the Safer Routes scheme.

### Project 2.E – Signage and Wayfinding (Short Term)

**Mechanism:** Opportunity to link up with TCP and work to upgrade and promote Explorer app and any opportunity to include incentives for local businesses to join and be ‘on the map’ as part of Tin Coast Membership.

There could be opportunity as part of any bid for funding Good Growth Shared Prosperity Funding bid – Culture and Heritage-led Regeneration and Skills and a proposal for cultural events and investment programme for St Just and wider region, to include proposals for creation of heritage or arts walking trails around the Town and any connections into the wider landscape.



## 3. To encourage a resilient and more self-sufficient St Just

- **Project 3.A – Community Energy Generation (Medium Term)**
- **Project 3.B – Biodiversity and community planting project (Medium Term)**
- **Project 3.C – Community Growing Space (Medium Term)**
- **Project 3.D – Creating more ‘liveable’ streets and neighbourhoods (Medium Term)**

**Mechanism for each:** It’s considered there would be opportunity to explore funding for these projects through joint funding bids. By identifying one site that could be used for partial energy generation and remaining planting and growing space.

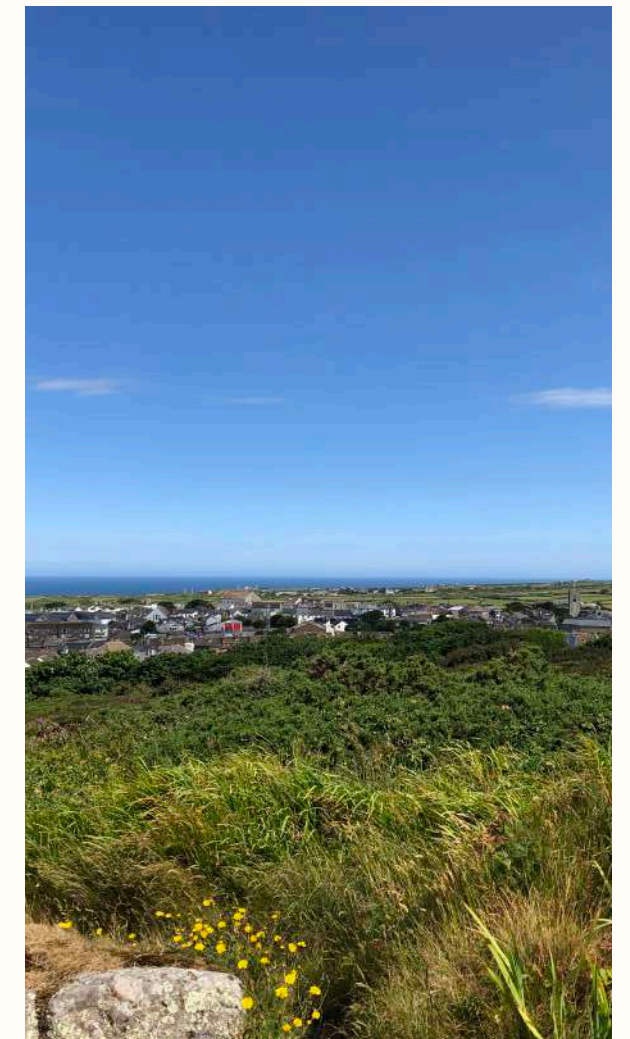
There are a number of funding opportunities, organisations such as Community Energy England who provide information on the changing opportunities for funding. More specific to the region is Community Power Cornwall who support local communities in being able to own and benefit from the development of renewable energy initiatives

There is potentially an opportunity to seek funding through the Crowdfund Cornwall Climate Emergency which offers different types of smaller scale funding for environmental projects in Cornwall.

Alternatively through the National Lottery Climate Action Fund which is currently open – to fund projects that use nature to encourage more community-led climate action. Funding is significant and therefore larger scale and more comprehensive proposals are more likely to be successful.

This could also link to project 1.F in terms of any opportunity for planting or growing space within the recreation park, which could be used to engage young people already using that space.

Could be the CLT or climate action community group to lead and put together a proposal for what could be achieved and site opportunities.





#### 4. To strengthen and enhance the locally led economy

##### Project 4.A – Re-establish chamber of commerce (Short Term)

**Mechanism:** Build on expertise within existing Town Vitality Steering Group.

##### Project 4.B – Protecting existing commercial and employment floorspace (Medium Term)

**Mechanism:** Opportunity to strengthen existing policy (Policy CD3) in the adopted St Just NDP, by carrying out a review of the NDP to update policy wording as needed. This could link to Cornwall Council Local Plan Policy 5 (Business and Tourism) which requires proposals that would result in the loss of business space to demonstrate there is no market demand through active and continued marketing for at least a period of 9 months.

Specificity on the evidence need to demonstrate that the premises are not commercially viable will help to ensure that important business space cannot be lost to alternate uses easily and without justification.

##### Project 4.C – New employment sites (Longer Term)

**Mechanism:** As part of a review and update to the NDP, to consider allocating sites for new employment space, as well as encouragement of home working space in new houses through flexible planning policies.

Some potential sites have been identified by local businesses and there may also be opportunities as part of mixed use development.

There may be opportunities through the Shared Prosperity Fund (SPF) to assist in delivery.

##### Project 4.D – Additional flexible business space (Medium Term)

**Mechanism:** To create shared and flexible employment space, within new or existing buildings. See Prow Park, Newquay which delivered a number of very successful creative/flexible workspaces in a variety of new and existing spaces.

There may be opportunities through the Shared Prosperity Fund (SPF) to assist in delivery, as well as potential support for bring historic buildings into new use.

##### Project 4.E – Promotion of St Just facilities and visitor and tourist information (Short Term)

**Mechanism:** To link with the TCP investment in visitor and tourist information for the local area.



#### 5. To ensure everyone has access to good quality housing

##### Project 5.A – Larger scale housing development (Longer Term)

**Mechanism:** At present, delivery of new housing sites on greenfield land and on the edge of, or outside, the settlement boundary would be subject to full planning permission. Proposals would need to comply with the Rural Exceptions policy set out in the Cornwall Local Plan (Policy 9) and NDP Policy AH2 – development whose primary purpose is to provide affordable housing to meet local needs and are clearly affordable housing led.

Other policies in the adopted NDP support community-led housing, affordable housing within the settlement boundary, as well as open market housing where appropriate and providing a mix of housing and for full time occupation.

There is also an opportunity for larger scale housing and development sites to deliver on other community benefits, such as the provision of additional parking for the Town (linked to wider parking strategy) or provision of new open space for community planting or allotments, which would all help to provide a case in support of development of new housing on greenfield land.

##### Project 5.B – Infill housing (Medium Term)

**Mechanism:** The adopted NDP goes some way to supporting delivery of new affordable homes on 'infill' sites, there could be opportunity to actively identify and allocate brownfield land or other potential development sites within the Town in the NDP but this may constrain development potential. Any proposals for development of these sites would need to comply with Local Plan and NDP policies and subject to good design principles, sustainable design and delivery of homes that help to meet an identified need, should be supported. The Town Council will continue to explore opportunities to work with the local Community Land Trust to bring forward sites. Once the principle of new housing sites is established, explore opportunities with innovative development partners.





