

INTEGRATED AREA PLAN FOR NEWQUAY AND ITS RURAL HINTERLAND

EXECUTIVE SUMMARY

Newquay and its rural hinterland has a very high focus on tourism and its associated industries. There is, however, divergence across the area, which is often hidden when considering averaged figures. This is because the sheer size of the Newquay town population and economy swamps that of its hinterland.

St Wenn, for example, is a sparsely populated agricultural area, whilst St Mawgan is heavily dominated by the RAF base. St Columb Major is a small attractive market town, which is not specifically geared to tourism.

Parts of the area are identified as having specifically high levels of deprivation. As in the rest of the county, and rural area generally, even areas not designated with high deprivation levels contain sub-ward or sub-parish areas of deprivation. Although wage levels have not been specifically identified for the area, the crisis in agriculture and the relatively low levels of pay in the tourism and retail sector mean that people in this area suffer from low incomes. This is confirmed by the low levels of household income shown in the text.

The area plan, therefore, attempts to tackle the difficulties of low incomes and high off-seasonal unemployment across a diverse base.

The plan sets out a vision for Newquay and its rural hinterland as:

- A caring community
- A cherished environment
- A resort for all seasons
- Alive, buoyant, vibrant and fun.

The plan has strategic objectives to:

- Increase absolute prosperity
- Create a sustainable community
- Protect and enhance the distinctiveness of the environment, culture and economic opportunities.

The actions that are proposed to achieve these objectives are outlined under four general headings:

Infrastructure development, focusing on

- Tourism support infrastructure - developing the beach, harbour and coastal facilities and the marketing of the tourism package
- Town centre infrastructure - developing the centre of the town, consistent with the image that could be created for Newquay as a tourism destination
- Transport infrastructure - to address the local issues of rurality as well as national and international connections as a tourism destination
- Local heritage - which can be developed and promoted in line with the aims for tourism.

Business development, focusing on:

- Small business support - reflecting the area's heavy dependence on micro-businesses
- Tourism related business support - ensuring that tailored packages for this dominant sector supports the development of a world class offering
- Support for arts and cultural industries - particularly focusing on events to raise the area's profile and encourage visitors
- Support for the agricultural sector - and particularly in adding value to food processing
- Support to encourage local sourcing and to assist new business sectors – particularly technology
- Developing improved business facilities – physical and financial

People development, focusing on:

- Education and training – improving the skills levels of local people
- Training for a quality tourism service – recognising that training for local catering and hospitality businesses is fundamental to the support of any local niche market tourism initiatives
- Special measures for socially excluded groups.

Community development, focusing on:

- Capacity building - to develop the networks required to deliver projects
- Improved community facilities - to underpin training and capacity building measures
- Development of parish communities - recognising the distinctiveness of the parishes in the area
- Community enterprise development, local re-cycling initiatives and local appraisals and feasibility studies.

The Area Plan envisages a stepped programme with increase spending year on year - the profile in years 1, 2 and 3 being £270K, £480K and £820K. Of this, administration is expected to account for £50K per annum on average.

The Integrated Area Plan will be delivered using the LEADER model, involving a broad based Local Development Group in key decision making.

The delivery of the programme will be linked to the delivery of a broader strategy for the borough, also including:

- The St Austell Bay Area IAP
- The China Clay Area IAP.

The Restormel Regeneration Partnership (a company limited by guarantee) will ensure a co-ordinated approach to the delivery of these three plans, as well as employing all staff required to deliver the IAP, liaising with GOSW regarding approval of the IAP and overseeing the strategic direction of the Objective One Community Regeneration Programme.