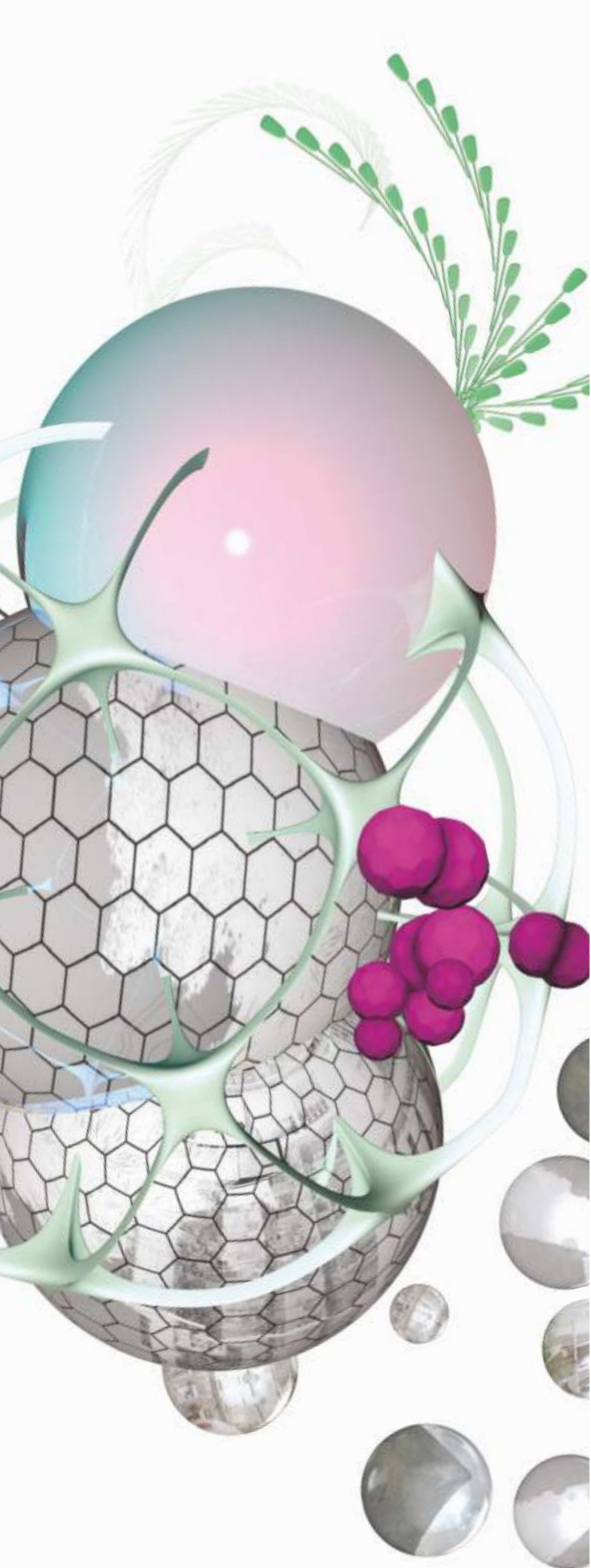




ST AUSTELL
INVESTING IN THE FUTURE



Contents

Welcome	2
History	3
Town Centre	
Heritage	4
White River Place	5
St Austell BID	6
Events	
The Garden Festival	7
The Whitegold Festival	8
Creative Spirit	9
Projects	
Azo Link Road	10
The Austell Project	11
West Carclaze Eco Town	12
The Whitegold Project	13
Cornwall College	14
Lifestyle	15
Transport	18
Contacts	19



Welcome

The St Austell Bay Area is home to the largest population in Cornwall, with over 50,000 people across the region.

From Caerhays in the west, via St Enoder, Roche and Bugle in the north, to Lostwithiel and Fowey in the east, the area that is served by the town of St Austell is an area of diversity, beauty and potential. Cornish village and town life by its nature creates strong communities.

St Austell is located on the south coast of Cornwall. It's unique in its access to coast and country, sandwiched between the industrial clay area with its clay trails, the world heritage site of Charlestown and the sea. It evokes a proud sense of the past and a growing optimism for the future, with an Eco-town in the planning. St Austell is a historic market town and an industrial, commercial and administrative centre and is home to many service providers including major banks as well as retail, hospitality and financial services.

Being one of Cornwall's biggest towns means we have a lot to offer, whether you live nearby or are on holiday. We are very easy to get to on the main train line from London, by car, coach, or even by plane with Cornwall Airport being so close by.

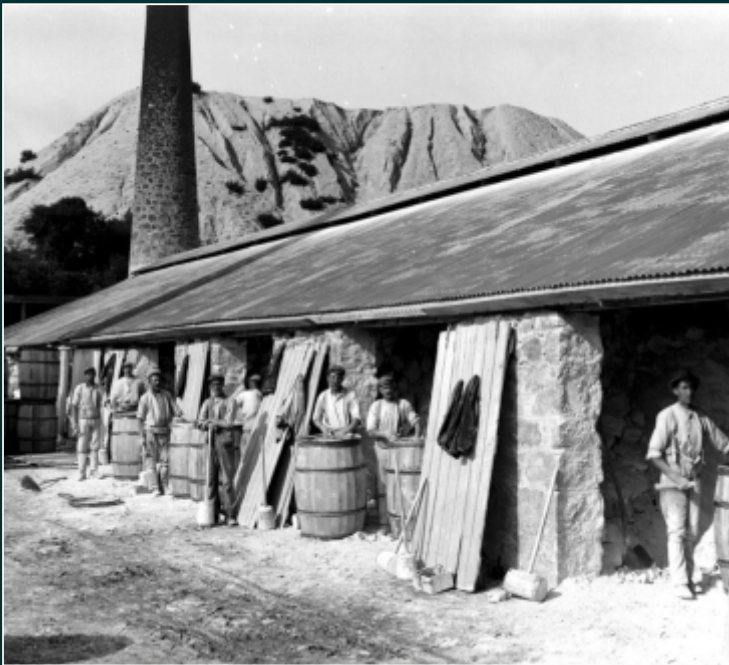




History

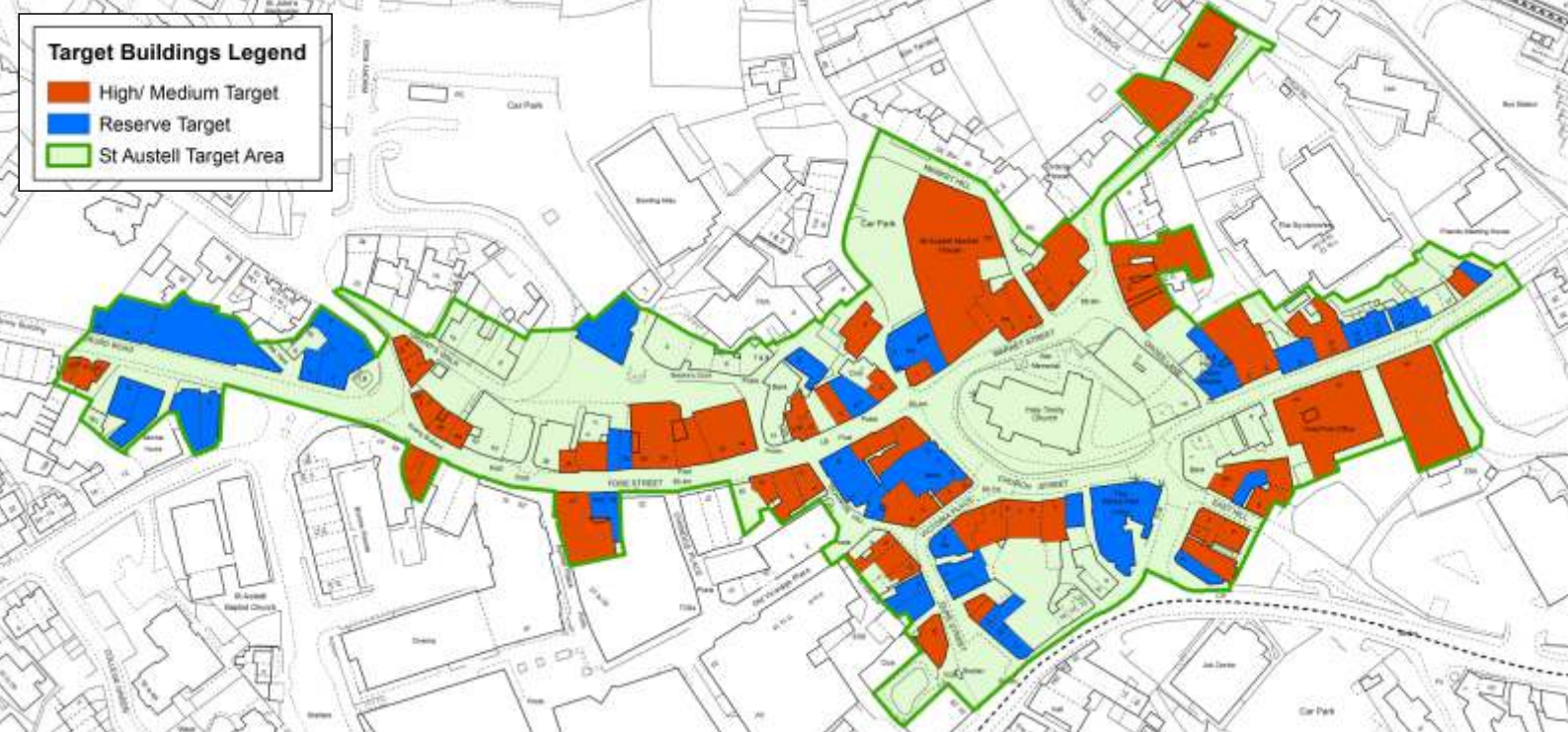
St Austell, on the south west coast of England, is Cornwall's largest town dating back to the 13th century and initially came to prominence through the mining of tin and copper. However, the discovery of large deposits of china clay just to the north of the town was transformational for the area and this quickly became the main industry.

The success and profitability of china clay mining attracted many families and greatly increased the population of the town and many neighbouring villages leading to more shops, more businesses and crucially more jobs.



Target Buildings Legend

- High/ Medium Target
- Reserve Target
- St Austell Target Area



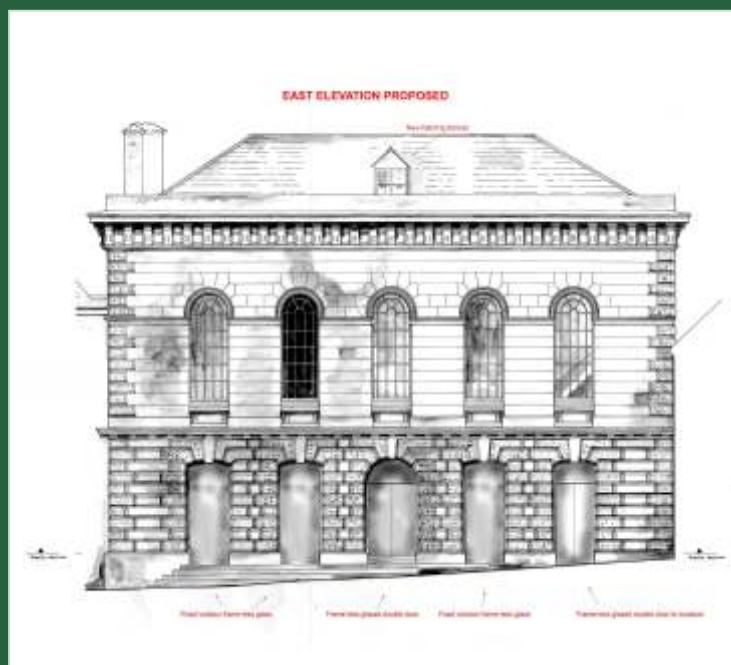
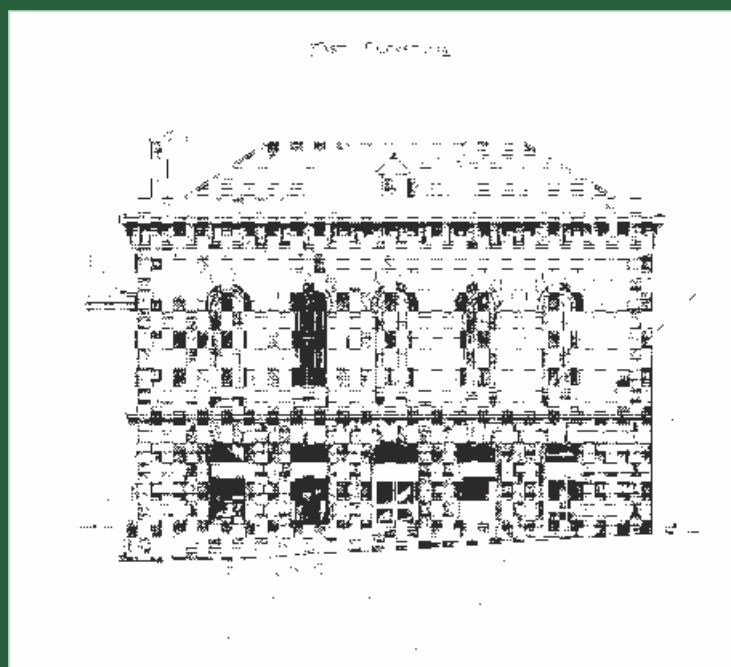
Heritage

The Market House

The St Austell Market House is a magnificent grade 2* listed building opposite the Holy Trinity Church.

The town has over 70 listed buildings, including the 13th century parish church. Holy Trinity's churchyard is an ancient monument. We were the first town in Cornwall to introduce QR codes for our historic buildings and recent additions being White River Place Shopping Centre and the Market House.

£900,000 of National Lottery funding has been awarded from the Heritage Lottery Fund (HLF). The scheme will focus on St Austell town centre where 53 historic buildings needing restoration have been prioritised in St Austell's Conservation Area. Cornwall Council worked with St Austell Town Council, BID and Chamber of Commerce to identify buildings. Cornwall Council, St Austell Town Council and the BID have contributed an additional £80,000 to fund the scheme.





White River Place

White River Place has transformed shopping in the centre of St Austell. The modern environment offers an attractive and exciting place to shop, eat and relax. A convenient 550 space multi storey car park, which is easily accessible ensures that White River Place will always be at the heart of St Austell's town centre. Restaurants, coffee bars and the 4 screen White River Cinema means that all retail and leisure needs are catered for.



white
river
place



St Austell BID

The St Austell Town BID project invests money into town centre projects to help regenerate and revitalise all local business based in the BID catchment area.





Events

The Garden Festival

The Garden Festival in St Austell is a celebration of the famous gardens, surrounding landscapes, bio-diverse wildlife and all things green and gardening!



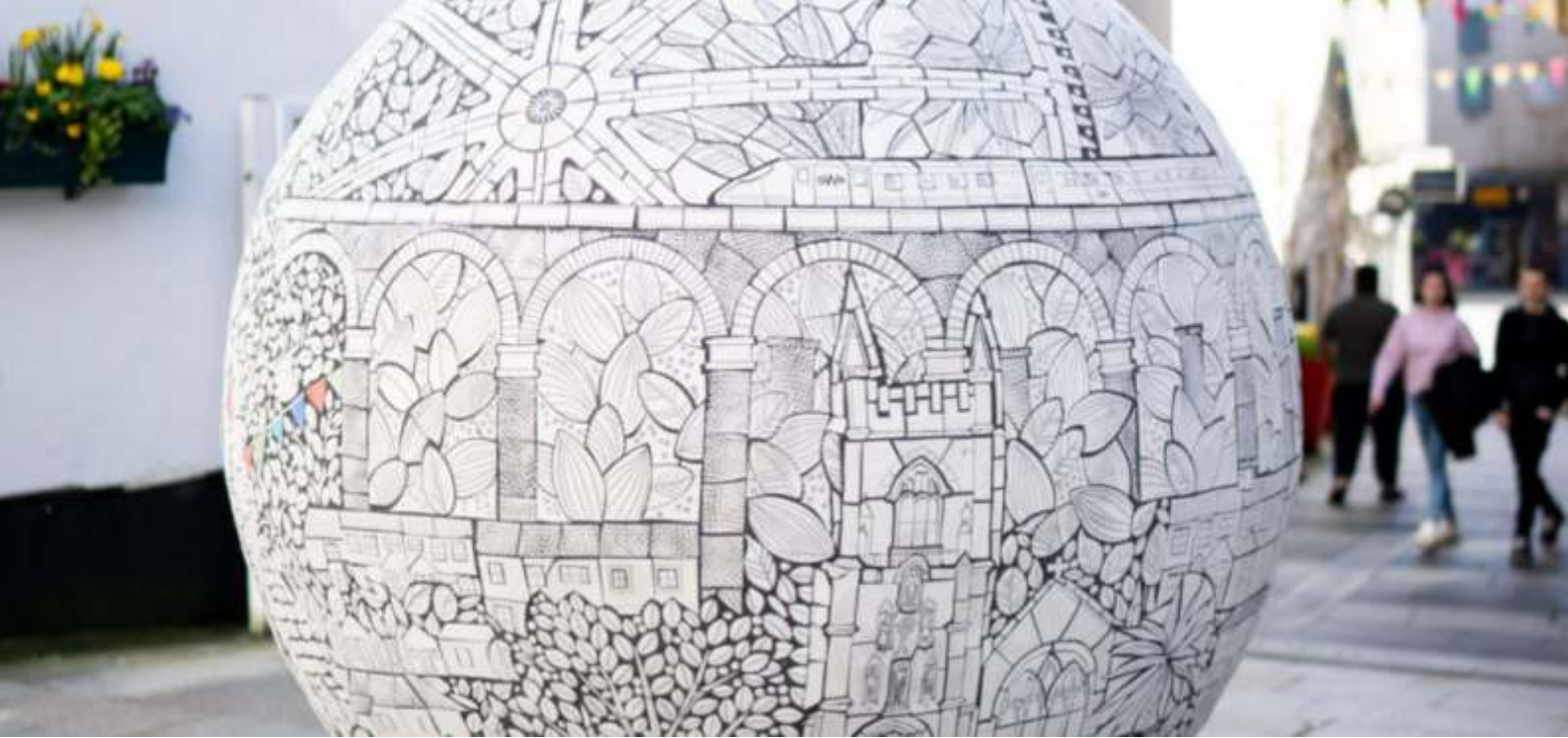


Events

The Whitegold Festival

The Whitegold Festival takes place in St Austell town centre. The Festival celebrates all-things clay from Cornish craft artists to brass bands, street performances, workshops and artist demonstrations, dramatic kiln firings, and cooking in a traditional clay oven.



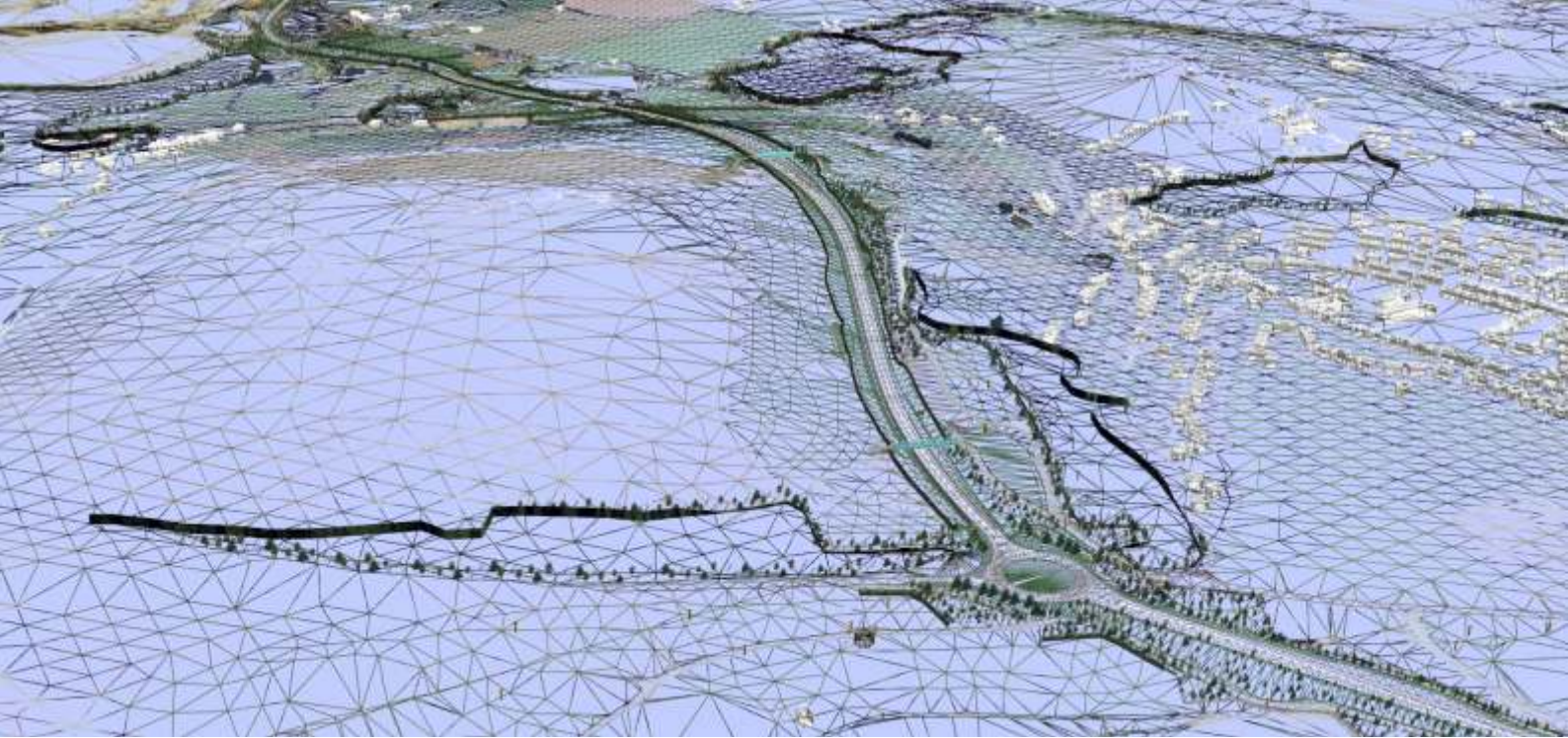


Creative Spirit

Working with local groups, established and emerging artists from Cornwall, from Stoke-on-Trent and from all parts of the world have been invited to research and develop permanent and temporary public art installations and projects that respond to St Austell and environs as a unique place.

Projects include setting up workshops, making sculptures, crafting mosaics & tiles, making architectural ceramic planters & green walls. Projects like these will not only improve visual amenity but, by getting people to take ownership of their public spaces, demonstrate the amazing potential for unleashed creativity to make a difference to our lives.





Projects

A30 Link Road

The new 3.9 mile single carriageway St Austell to A30 link road will connect to the old A30 near Victoria to the north and the A391 at Stenalees roundabout to the south. It is a vital strategic link to bring opportunities to the area including:

- improving economic growth by upgrading links to St Austell from the rest of the United Kingdom.
- making it easier to get to Cornwall's growing employment sites.

The Government announcement follows Cornwall Council's submission to the Department for Transport of a funding bid for £85million and outline business case. This showed the need for the link road and its benefits, including easing congestion and improving journey times between St Austell and the A30. Cornwall Council will be making a £6M contribution to the scheme and hope to complete the works by 2023.





Projects

The Austell Project

The Austell Project has been created and is supported by **SABEF** – St Austell Bay Economic Forum – a group of local businesses, public bodies and community organisations promoting economic growth in the St Austell Bay area.

In September 2018, via the Coastal Communities Fund, the Ministry of Housing and Local Government (MHCLG) awarded over £1million to fund SABEF's bold vision to re-energise St Austell and the surrounding clay communities. A series of major horticultural and ceramic art installations at key strategic points around St Austell bay, 2 annual festivals, various community engagement projects and an international arts prize are amongst the project deliverables. It is envisaged that the project will create jobs, attract visitors and increase spend within the local economy.



Projects

West Carclaze Garden Village

West Carclaze will offer the opportunity for sustainable living in beautifully designed, energy efficient homes within a stunning and uniquely Cornish location with on-site renewables offsetting energy use.

The village centre will be the main focus of new and improved public transport facilities, including buses, electric bike hire and car clubs, offering a variety of sustainable transport options for travelling to and from The Garden Village.

66% of the site or approximately 350 acres will be green open space. Wild wetlands and pastures to wander through, a wide range of formal parks and informal open spaces and green corridors connecting the residential areas.

Energy efficient homes and the essential infrastructure for the future ensures we are creating an innovative and truly sustainable community. Our 2 solar farms also produce enough electricity to offset the consumption of 1,875 homes.





Projects

The Whitegold Project

This new artwork ties together the Austell Project's key themes of horticulture and clay, deep rooted in the fabric of St Austell's heritage, which are playing central roles in the cultural regeneration of the town, reimagining St Austell.

The Whitegold Project's next phase will see 12 more special ceramic artwork commissions introduced at locations throughout St Austell between now and June 2021, from works by young Cornish makers, to world famous guest artists.



Projects

Cornwall College

St Austell's future is in high-tech, high - value businesses. For our community to prosper and thrive the area must attract and retain young people which means thinking very differently about what will drive the economy and the sort of people who will do this.

To make this more than a niche opportunity will involve working with the universities, local Cornwall College and ensuring a digitally based career path is achievable and supported. The Carluddon Technology Park and Enterprise Space for Advanced Manufacturing developments will compliment the already thriving hi-tech St Austell Business Park to be the catalyst for innovative and entrepreneurial business providing a high quality employment space and the right environment to help prepare the next generation ready for the success to come.

There is a real need to excite young people about the future and their potential in St Austell; the talent is there it just needs releasing.





Lifestyle

St Austell is at the very heart of Cornwall surrounded by a beautiful sweeping coastline and picturesque countryside and its natural attributes offer a wealth of outdoor activities to both residents and visitors alike. The curve of St Austell Bay with its many sandy beaches is a haven for watersports and family holidays, with opportunities for sailing, rowing, surfing, diving or fishing for trout or salmon.

The area is also fantastic for walking, riding and cycling with many woodlands and trails; splendid inland and coastal paths to enjoy the majestic scenery such as the Pentewan Valley Trail from St Austell down to the coast at Pentewan village and beach and onto the Lost Gardens of Heligan. Plus the Clay Trails leading north west up the valley from St Austell towards the China Clay Country Park at Wheal Martyn and the world famous Eden Project at Bodelva.

Together with the existing landscape and attractions St Austell will have the natural environment to enjoy activities and be the natural place to do this.





Lifestyle

St Austell is located on a hill thus giving it excellent views. The town and its immediate area benefit from a wide number of world famous gardens, including The Eden Project, The Lost Gardens of Heligan, Tregrehan, Caerhays and the award winning Pinetum Park.





Lifestyle

Within easy reach of St Austell is the lovely harbour of Charlestown, where you will frequently see old sailing ships. The port has been used as a film location for numerous films and television series such as Poldark and there is a small museum open during the season. Also nearby is the old fishing port of Mevagissey.





Transport

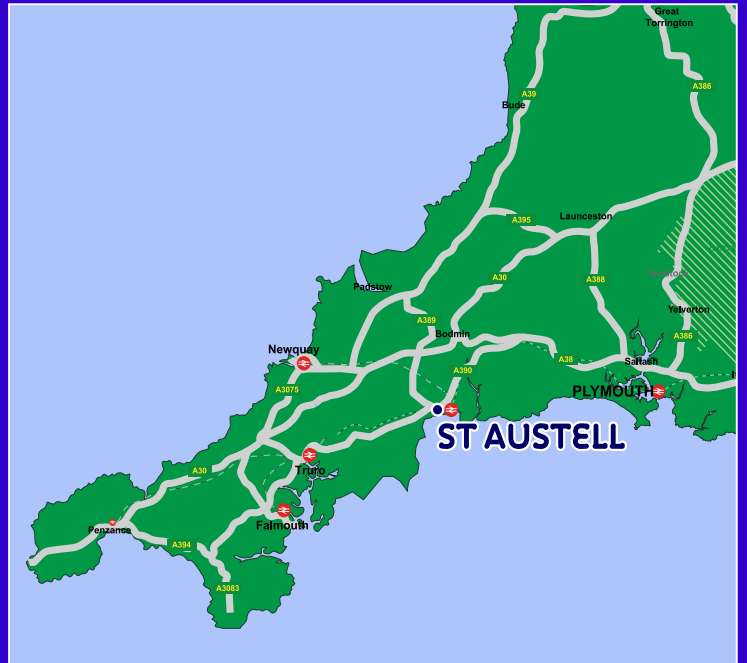
St Austell is one of the largest towns within Cornwall, with a county population of over 560,000 and an annual footfall of 3.2 million visitors enhanced by numerous nearby tourist attractions. It is located 15.2 miles (24.5 km) to the north east of Truro, 38.2 miles (61.5 km) to the west of Plymouth and 155 miles (249.4 km) to the south west of Bristol.

Road communications are excellent and the town benefits from direct access to the A390, the principal arterial route from Truro to Liskeard and the A391 leading to the A30 (Bodmin Bypass), 7.6 miles to the north. A new A30 link road is due to complete in 2023 to significantly enhance access to the centre.

Great Western Railway services operate from St Austell Station, with the addition of some limited Cross Country services, providing access to countrywide destinations.

Cornwall Airport, Newquay, is located 14.7 miles to the north west, providing national and international flight services, with regular bus links to St Austell, via Newquay.

St Austell has exceptional bus services across the town and wider region, with reasonable fares and frequent timetabling.



Contacts

St Austell BID

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01726 63595
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www.staustelltown.co.uk

St Austell Town Council

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Pondhu House
Penwinnick Road
St Austell
PL25 5DP
01726 829859
info@staustell-tc.gov.uk
www.staustell-tc.gov.uk

Austell Project

www.austellproject.co.uk

SABEF

www.sabef.co.uk

St Austell Chamber of Commerce

21 Duke Street
St Austell
PL25 5PQ
01726 432018
www.staustellchamber.co.uk

White River Place

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Eden Project

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www.edenproject.com

Heligan Gardens

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PL26 6EN
01726 845100
www.heligan.com

Pinetum Gardens

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St Austell
PL25 3RQ
01726 73500
www.pinetumgardens.com

Caerhays

Caerhays Estate
Gorran
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PL26 6LY
01872 501310
enquiries@caerhays.co.uk
www.visit.caerhays.co.uk

Wheal Martyn

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PL26 8XG
01726 850362
info@wheal-martyn.com
www.wheal-martyn.com

Police

Devon & Cornwall Police
1 Palace Road
St Austell
Cornwall
PL25 4AL
Non emergency, call or email: 101
www.devon-cornwall.police.uk

St Austell Community Hospital

Porthpean Road
St Austell
Cornwall
PL26 6AD
01726 873000
www.cornwallft.nhs.uk/hospitals/st-austell

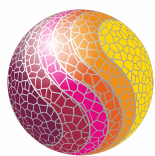
Cornwall Council

County Hall
Truro
TR1 3AY
0300 1234 100
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St Austell Market House

The Market House
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Notes



St Austell BID
Business Improvement District