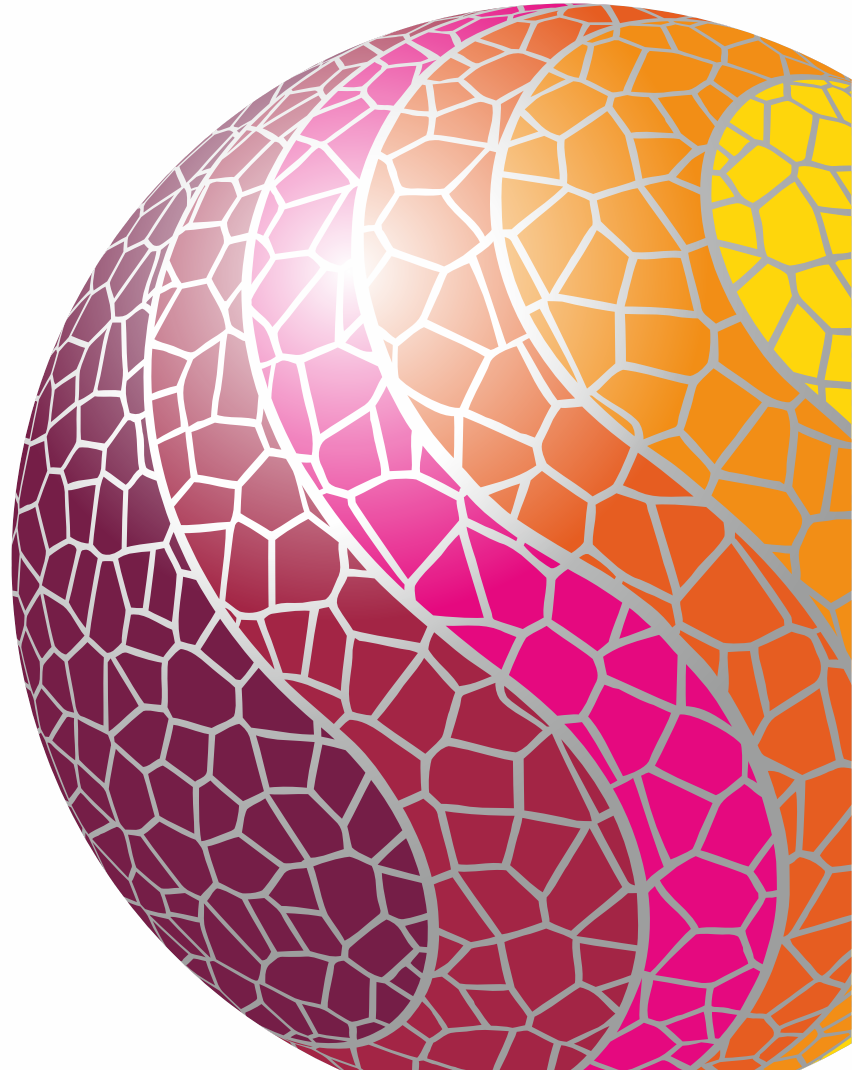


St Austell In Bloom

2022 Entry



Message from Annette Miller, St Austell BID manager.

As we are start to come out of the Pandemic which has had far reaching consequences for us all, nobody has escaped the fallout left behind by the virus.

Thankfully, we are now back on track with our planned activities for 2022 and beyond.

We hope that as we move forward the future holds better times and that we can combine some normality whilst remaining safe.

Annette Miller
June 2022

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Welcome to St Austell

St Austell is Cornwall's largest town, with a population of over 22,000. St Austell is an improving town and is proud to be a Business Improvement District (BID). We were elected for a second term on the 7th December 2017 with 75% by number, 81% by rateable value with a 58% turnout. Our third term re-election will be held in December 2022

Importantly, for every £1 of levy payer's money, St Austell BID has generated a further £1 from additional sources, money that simply wouldn't be available without BID in place.

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. 70% of local businesses are independent.

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.

In April 2017 our Vacancy Rate was 12.5%. As of March 2022 our Vacancy Rate has reduced to 10.3% the national average is 11.07%.





Welcome to St Austell

£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 has contributed an additional £80,000 to fund the scheme.

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, and the award winning Pinetum Park.

St Austell has a legacy of its mining heritage in the interesting and unusual plant and trees found in the gardens of the previous owners of the clay works and other companies. These and other open spaces such as River Walk, Poltair Park, Truro Road Park, Cemetery Park.

St Austell's vision is that it should be a garden town. BID has been in place for just over 5 years. Whilst recognising that there is still a lot to do in the future, this clearly demonstrates its strength of community and its commitment to the local environment.

Trelawney Gold Daffodils planted around Holy Trinity Church.
10 hydrangea bushes have been planted to extend the display.
The railings have been painted by the community pay back team.



Holy Trinity - a secret place



Ceramic Poppy display



Restoration of Café Tengó! Fore Street

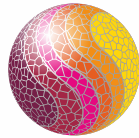


One of the 3 flower beds in White River



Poltair Park Town Council Spring Planting

Welcome to St Austell



St Austell BID
Business Improvement District

What We Have Delivered Events and Marketing

- A hugely successful Christmas 2021 Lights Switch On.
- A significant number of events were held from June 2021 with BID offering support and funding.
- Published and circulated 10,000 copies of the town business directory as well as leaflets, flyers and posters.
- Continued town promotion - 'Positive St Austell' via Pirate FM with over 4,500 plays pushing out a positive message about our town and publicising key events.
- Importantly, for every £1 of levy payers money, St Austell BID generates a further £1 from additional sources, money that would not be available for 21/22 without the BID in place.



Illuminated trees in Holy Trinity Church, Christmas 2021



St Austell Investment Booklet, distributed at the Royal Cornwall Show

Series of 'Welcome Back' posters



Horticultural Achievements

Impact

As the largest town in Cornwall St Austell has many varied areas, including the town centre, industrial and business areas. Also a large residential area with several recreational parks.

Floral displays in key locations in and around the town centre are provided by BID, with many businesses adding colourful additions to the street scene. Some displays being used have a high impact, and create gateways or provide focal points. While others blend in and enhance their surroundings.

Planting is diverse and exotic. Planting is to be found around the town, for example our 2,500 Trelawney Gold daffodils planted around the churchyard are giving a magnificent display along with the hydrangea bushes.

Horticultural Practices

New plants and colour schemes are used to enhance each year's planting. Plants are supplied by a local eco friendly nursery.

Public areas in St Austell are kept clean and maintained by BID, the Town Council and Cornwall Council. The maintenance and planting programmes are many and varied, reflecting what is best for the area concerned. For instance on green verges 'different mowing' is used; keeping some grass long, to ensure variety of habitats for wildlife, with urban areas being maintained on a more regular basis than rural roadsides.

Hanging baskets are appreciated by the public and businesses alike because of the immediate and colourful impact they can have, but these tend to be used only where they are beneficial and there is currently no alternative.



Daffodils in Holy Trinity Church



Eucryphia in Holy Trinity Church



Truro Road Park Town Council

Horticultural Achievements

Business Areas and Premises

St Austell is fortunate in having a committed business community who fully support BID and its commitment to the town centre. This year's flower displays have been done with the future in mind. New infrastructure has been added to expand on last years displays including barrier planters and hanging baskets.

The buckets and cans from our first years display have been recycled for the ninth time and are displayed in White River Place.

St Austell enjoys a number of very attractive pubs who take a pride in their floral displays.

BID is committed to enhancing the town centre by focussing on three key issues; making the town centre attractive, accessible and safe. This includes having an operational shop mobility scheme. The Shopwatch radio system with 60 radios which are linked to CCTV and the police along with the DISC reporting scheme have had a positive impact on the town. BID helps to fund this project as well as continuing to support and fund security patrols. There is also extra street cleaning which is paid for by BID and the Town Council.





White Hart Hotel



DISC system



Security patrols



Installing hanging baskets



Horticultural Achievements

Green Spaces

St Austell is in the enviable position of being surrounded by beautiful countryside and a stunning bay. The appreciation of the natural surroundings is carried into the town and can be seen by the number of vistas, parks and open green spaces throughout the urban area.

Gateways

The train station, South Street, Trinity Street and Truro Road are all major access routes. The town centre has contributed and benefited from these attractive transformations. 'Welcome' banners on Trinity Street, plus new 'Welcome' signs have been installed at the train station along with barrier planters.



Welcome Banners, Trinity Street



Welcome to St Austell, South Street



Station Signs



View from White River Place

Environmental Responsibilities

Conservation and Biodiversity

People are becoming increasingly aware of the issues surrounding conservation and biodiversity. Awareness of the wealth of diversity in and around the town is actively encouraged.

The 2021 edition is available of the town Discovery Map, which includes a Heritage Trail and information about local flora and fauna as well as the historical buildings in the town, these are also highlighted by QR codes. Residents are also encouraged to explore the area without a car.

The map highlights walks, cycle routes and public transport. There is also information on how each person can play a part and be a responsible and sustainable tourist, and so protect the local environment at the same time as experience and enjoy what is around them.

There is a rich diversity in the variety of trees which grow in St Austell many of which are protected by Tree Preservation Orders. The trees are celebrated in the Discovery Map.

St Austell is working towards becoming 'a garden town' for Cornwall and has set up a greening group. The group consists of volunteers who's commitment is to sustain

high levels of sustainability in future developments and a clear commitment to maintaining green space and biodiversity.

Our 7 day self watering baskets, containers and flower tower are made from recycled materials and maintained using water from a bore hole with a seaweed mix once a week. The 155 baskets take 2 tonnes of water each week.

White River Place achieved a BREEM Excellent award in 2009 and it continues to increase sustainability and reduce the wasteful use of resources. Grey water is harvested and used for watering, general cleaning and toilet facilities. 300 solar panels were installed in 2015 to supply power to the car park.

Paper, glass, plastic, textiles and tins are collected by Cornwall Council and recycled as part of the kerbside collection along with green waste, even the road sweepings are composted. Seagull proof bags are used for general waste helping o keep the town and surrounding areas clean and tidy, especially on collection days.

We are part of the Refill water scheme and the plastic free initiative.



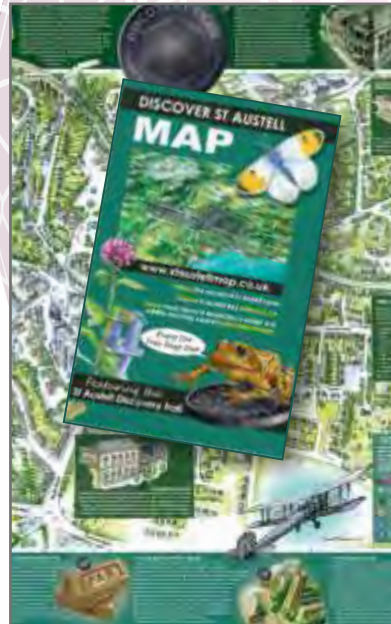
Eucryphia trees Church Street



Keeping our town clean



Keeping our town tidy



Discovery Map



Seven day self watering trough



Solar Panels White River Place

Environmental Responsibilities

Local Environmental Quality

BID organises extra street cleans and keeps a close eye on fly posting. It is very quick to respond to environmental problems like blocked drains, graffiti and dog fouling.

All recycling and general waste is now placed into resealable bags which helps ensure that even on collection days our streets will still look tidy and attractive.

A part of BID's remit is to make the town centre more attractive, one of the ways this has been achieved is by applying printed vinyl images onto empty shop windows. The aim is to brighten the high street and show potential tenants how the shop could look. This has had a positive response with renewed interest in the unoccupied units.

Local Heritage

The people of the St Austell area have a deep sense of local heritage, they refer to the north of the area as the 'Clay Country' and are proud to be part of Cornish history.

The conservation area has been extended after public consultation. This looks at historic buildings and also protects and enhances the flora and fauna in St Austell.

There is also a local history museum in the centre of the town which is run by volunteers and is situated in the

historic Market House, a grade II* listed building, this is opposite the 13th century parish church Holy Trinity. The churchyard is an ancient monument and has been lifted with spring colour by planting 2,500 daffodils around its perimeter along with 10 hydrangeas.

Set in beautiful surroundings on its outskirts St Austell also boasts an excellent museum which shows the history of China Clay and the 'Clay Country' it informs residents and visitors how the local area is still having an impact on the way we live our lives throughout the world. The museum can be reached from the town via a wooded trail.

The Trompe L'oeil

A mural on a town centre building, featuring people of local and international merit, who were born or lived in St Austell and its surrounding areas, all seated at a fictional 'China Café' painted by a local artist Janet Shearer. The artwork has been in situ for more than 14 years, creating a much loved focal point, an interpretation board informs the public of its significance. The seating area is maintained by Cornwall Council. The town council have responsibility for the planting here and have removed the old and tired plants and replaced them with seasonal planting and colour.



The Trompe L'oeil, the fictional "China Café" is planted by the Town Council



Empty shop make over, Fore Street



Wheal Martyn, there is a woodland walk from the town centre to this china clay country museum



Bee friendly area Priory Car Park

Recovering From Covid

Our footfall figures working from 2019 as our last normal year are as follows:

YTD 2020 - 37% Lockdown.

YTD 2021 - 61% Lockdown & partial lockdown.

YTD 2022 - 30% Restrictions (footfall is now increasing month on month), so recovery being seen against the previous two years.

Christmas 2020 - 40% Lockdown this included a virtual switch on.

Christmas 2021 - 30% Lockdown & partial lockdown

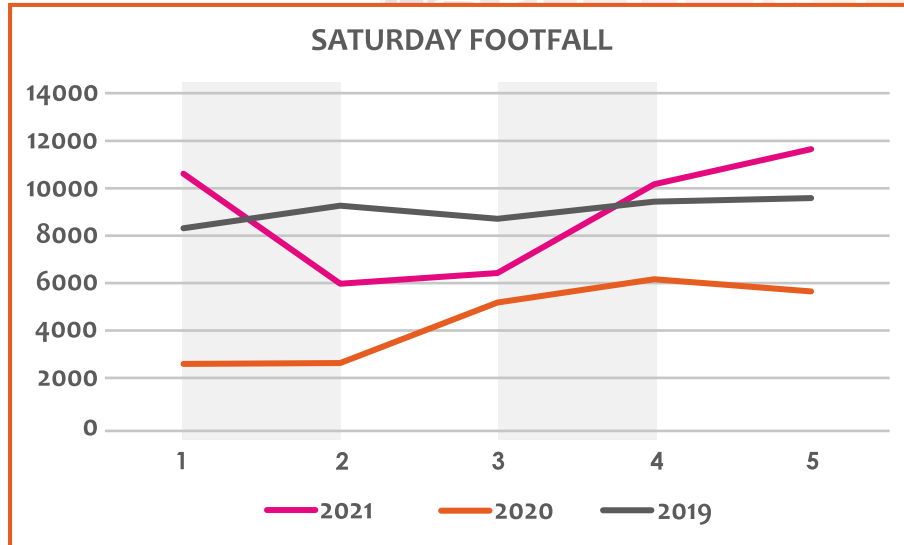
We can put a positive spin on the Christmas events footfall.

Please see a summary of the events and the direct percentages comparison attached to go with the below explanation.

The Christmas events program that was carried out with BID this past year, taking place from 20th Nov to the 18th Dec on Saturdays. Although externally funded, BID had to source and apply for the funding, which was through the Welcome Back Scheme! As you can see by the attached footfall comparison the events program had a very positive impact. We would have expected an improvement against 2020 but it is greater than expected and even better than 2019 on the days that there was a full program. These events had a positive effect on retailers with increased footfall and sales.

Footfall Comparisons for 2021, 2020 and 2019

	SATURDAYS					AVERAGE
2021 - 2020 Variance	298.78%	123.64%	24.37%	64.57%	104.80%	123.23%
2021 - 2019 Variance	29.75%	-33.95%	-24.50%	9.60%	23.25%	0.83%



Saturdays in 2021 on average were up on both 2019 by 0.83% and 2020 123.23% for event times in 2021. As you can see by the figures above 3 out of 5 weeks in 2021 compared to 2019 we had a higher footfall through the town. The second Saturday events were cancelled due to storm Arwen, the third Saturday events were much reduced due to the continued poor weather. March 2022 footfall is 10% higher in St Austell than at the start of the BID in April 2013 (source: White River Place footfall counts)



Community Participation

Development and Community

This will be St Austell BID's seventh entry. We have increased our floral displays and continued with our winter planting scheme which we introduced last year. We have used our planters from the 1st year on the large display stand in South Square.

The community have given a positive response to the difference the baskets have made to the potential redevelopment area.

The large red pots are sponsored by the Town Council planted and maintained by BID. These are complimented by the multi coloured pots in Biddick's Court and White River Place

BID has a close relationship with the local media and issues press releases in our local paper informing the community of all initiatives.

We are also continuing with our radio campaign for a sixth year. We print 4,000 leaflets with comprehensive information about the town.

In May 2022 BID purchased a trailer stage which is stored in White River Place and can be used for community events. This has changed the perspective of all our productions resulting in a more professional look. Our young people can now perform on a stage which gives them a sense of pride and confidence.



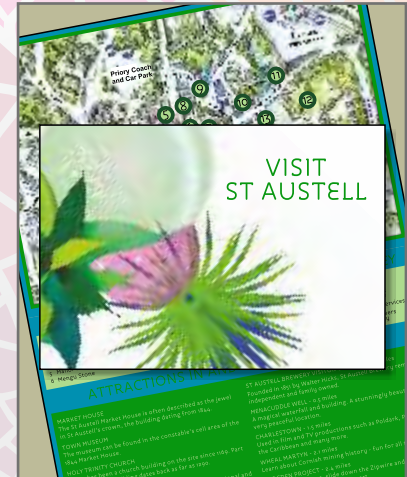
Trailer Stage



Sponsorship Stickers



Crazy Golf



Visit St Austell Leaflet



Community Participation

This is a collaborative community project led by White River Place creating ceramic flowers to be installed in the centre. Local community artists Laura Martin and Frances Strickland joined with local school children and residents to produce this stunning display of individually crafted flowers.

2018 – We commemorated with a bed of ceramic poppies the centenary of the end of WW1 remembering the fallen of St Austell and its surrounding area.

2019 – We remember and give thanks to those who left our shores 75 years ago as part of the D-Day Normandy Landings, a time of great sacrifice and hope. We remember what they gave through the symbolic poppies and have introduced the colourful flowers to symbolise a brighter and more hopeful future.



Tree planted by The Duchy of Cornwall on behalf of H.R.H. The Prince Of Wales, Duke Of Cornwall 2019



Garden Festival



Garden Festival



Ceramic Flower Project - 'Garden of Hope'



Community Participation

Planters

Seasonal planting has been provided by White River Place working with Hay Nurseries to link in with the St Austell BID scheme through-out the town, later in the year we will maintain the planters in line with the town centre winter planting scheme.

To add additional colour White River Place has also increased the display with an additional eight planters which have been added to the ten installed last year around the South Square area of the town centre. These will be included in the summer and winter planting schemes linking in with St Austell BID.

Eucryphia Trail

St Austell already has Eucryphia trees in Holy Trinity churchyard, the plan is to have a trail through the town which will be a starting point for the wider floral vision of St Austell. Working with St Austell Bay Economic Forum (SABEF) and five prominent local gardens: The Eden Project, The Lost Gardens of Heligan, Pinetum Gardens, Caerhays and Trewithen along with White River Place have all come together to sponsor the new planters and trees that are located within the town centre.

Year Round Involvement
There have been a number of projects and community events throughout the year.

Events

One Great Day (White River Place led fund raiser)
Whitegold Festival
Zombie Walk
Torch Light Carnival
Christmas Light Switch On
Christmas Festival x 4
Fun Of The Fair x 3
Crazy Golf
Purple Day
Family Fun Day x 5
Performing Arts Show
Glam Performance
Cornwall Pride

Town Promotion
Loyalty Card
Town Facebook Page
Website
Discovery App

Projects

Planting Scheme
Events & Activities
Christmas
Greening Initiative
Town Centre Security
Cleaning Schedule
Premises Occupation & Presentation
Marketing & Publicity

Markets

Monthly Farmers Market
Fortnightly Handmade Market
Quarterly Makers Market
Monthly Repair Shop



Sponsored Tubs



Farmers Market



Community Participation

Funding and Support

The St Austell in Bloom project has received great support from the local business community in particular White River Place. BID plant and maintain the red pots and this is funded by the Town Council with the watering costs being funded by BID.

Local businesses and the community support each other and the town. The community gave generously to the Christmas Lights Fund, this went towards the new lights in the churchyard. We also receive 20% funding from the Town Council towards the Christmas lights with White River Place funding their own. This gives the town maximum impact over the festive season.

Going Forward - The Future

‘St Austell in Bloom’ will still be a priority in the BID business plan. We will continue to encourage new businesses into the town centre and continue to support our community with our town centre events.

We hope you have enjoyed your walk through our town and would appreciate any feedback to further enhance our entry for 2023.

Communication



Loan Shark Mural & Poster



Welcome Poster



Web Page



Safer St Austell Leaflet



Cornwall Visitors Guide reaching 70,000 visitors through print and online platform



Community Spirit

SABEF received funding of £1.4 million from the Coastal Community Fund. This funding has been used for artworks around the town and on roundabouts, plus wild flowers have been sown on various verges.



Ceramic Commissions



Shopmobility, this scheme is run by volunteers



Keeping our town spick and span



Pop Up Theatre throughout the town



Mural Vicarage Place



Champagne Ladies Choir

Community Spirit

St Austell's year round campaign started on the 1st May and consists of various media promotions of the town. This runs concurrent with a monthly 'what's on' to keep people up to date with forthcoming events.

The Campaign will be continued for 2022/2023 with our partners White River Place.



Croquet in South Square



Restormel Concert Band



Torchlight Procession



Astronaut Mosaic

Biddick's Court Improvement Area



Multi coloured pots and benches

The area had been blighted by illegal parking and unsocial behaviour.

Flower tubs and seating areas have been installed to create a relaxing open area and a meeting place for community events.

This initiative has been well received by all members of the community and it particularly celebrates the LGBTQ+ community.

Over 10,000 tiles were made for the Bee Mural by the local community using clay from our local pit. The benches were recycled for the third time.



Cornish Honey Bee Mural



Wall Art



The Story of Our Plants

The Nursery:

Hay Nurseries is a family run business that specialises in growing for wholesale to garden centres and other retail outlets throughout Cornwall.

The company policy is to be as efficient as it possibly can, they do this by using the space they have to the fullest, minimise any impact on the environment whilst maximising sustainability.

The nursery has developed a number of ways to keep waste to a minimum and is as energy efficient as it can possibly be.

Location:

The nursery is located on south facing land to gain full advantage from natural sunlight. It has easy access to both A30 and A390 which are the main road routes to the rest of the county.

Staff:

All of the nurseries employees live locally.

Infrastructure:

The nursery has various glasshouses and polytunnels used for growing. Only one is heated in the winter months and then only to keep the most delicate plants frost free, the rest of the growing is done cold. This is possible because the plants are hardened to colder temperatures from the start. This has many advantages in that the plants are naturally more compact and less susceptible to diseases.

Materials:

All materials used in production arrive in full lorry loads and in bulk. This cuts down on excessive transport costs. The main materials used are packaging/pots growing media and seedlings.

Packaging/Pots:

The nursery has its own standard of packaging. It arrives in bulk with very little outer wrapping. All pots and

packaging are made from recycled plastic. The nursery operates its own waste collection service from its customers so the majority of packaging sent out with orders usually gets returned and reused until it is in a condition that becomes unusable, even then it is stored and back loaded onto the same vehicle that brings in the new packaging. The used packaging is returned to the manufacturer who shreds it recycles it and makes new packaging/pots.

Growing Media:

The Nursery uses very high quality growing media this comes in one tonne IBC bags. Although it is not peat free it does have a high recycled material content. Hay Nurseries will continue to trial new mixes of growing media which have lower peat content until a suitable peat free replacement

that gives the same high standard of plant growth becomes available. Green waste is recycled reloaded into the empty IBC bags and used by landscapers for ground preparation. Any spare IBC bags are used by a local scrap metal recycling company to sort the various metals into type.

Seedlings:

The bulk of our produce is grown from seedlings the majority of which are UK produced. Seedlings do not require as much heat to be kept healthy, there is less wastage and we can handle more products in the limited space the nursery has. Some seedlings do require warmth to grow so the nursery has electrically heated benches these keep the warmth where the plant requires it without the need to heat a massive glasshouse. The benches are thermostatically controlled.





The Story of Our Plants

Resource Efficiency:

The nursery produces electricity from solar panels mounted on the production building roof. These produce an excess whilst also offsetting power to the heated benches and water pumps.

Water is extracted from a bore hole which is exceptionally clean and free of any additives such as fluoride or chlorine commonly found in tap water. The pump is electric so offset powered by the solar panels during the day. On top of this rainwater is harvested from the glasshouse roof and stored in a huge tank, this is then used for irrigation during long dry weather periods.

Hanging Baskets:

These are made from plastic with high recycled materials content. They are reusable and have a huge lifespan (in excess of 10 years!). Each basket has its own reservoir which requires refilling once a week. The reservoirs are being refilled in situ with water from Hay Nurseries bore-hole. Although “Grey” water could have been used from White River Place there was no guarantee that it was contaminant free. The plant nutrition is provided with slow release granular feed in the growing media and the use of diluted liquid seaweed in the water reservoir. The water is pumped into the tanks using 12volt pumps powered by a rechargeable car type battery (the battery charging is done at the Nursery and the charger is offset powered by Solar panels!)

Liquid seaweed is used because it is a natural product, harmless to the environment and contains nutritionally everything the plants require. It does not cause chemical lockout that high nitrogen based feeds can cause.

Buckets and Watering Can Planters:

These were recycled from previous years displays. All have been modified to hold a small reservoir of water.

The BID Team take extra care to ensure we are as green as we can possibly be and that's why they choose Hay Nurseries.



All the containers are collected and emptied onto a compost heap. Then they are sterilised, wrapped and stored until ready for re-planting.



This picture shows the scale of operations at Hay Nurseries. Plants are grown in both glass houses and polytunnels.

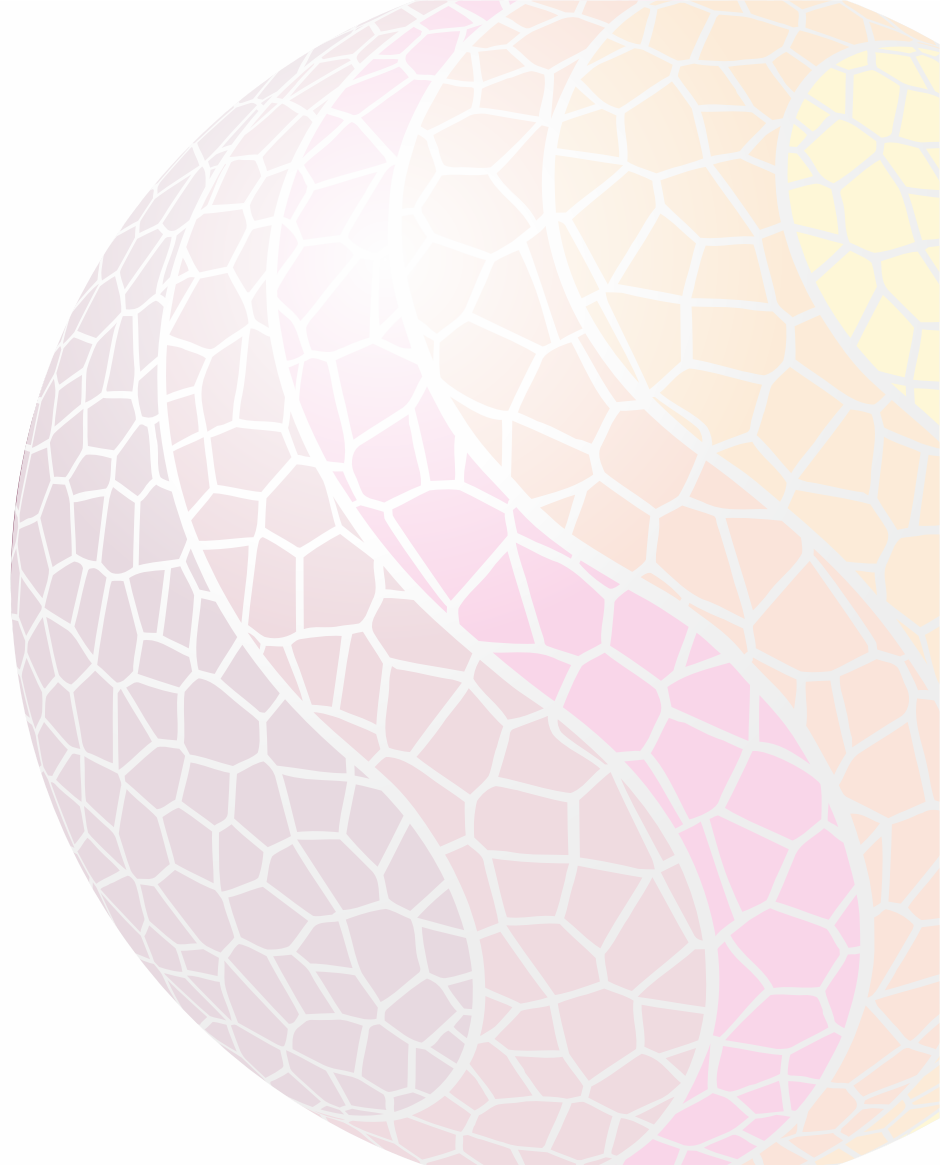


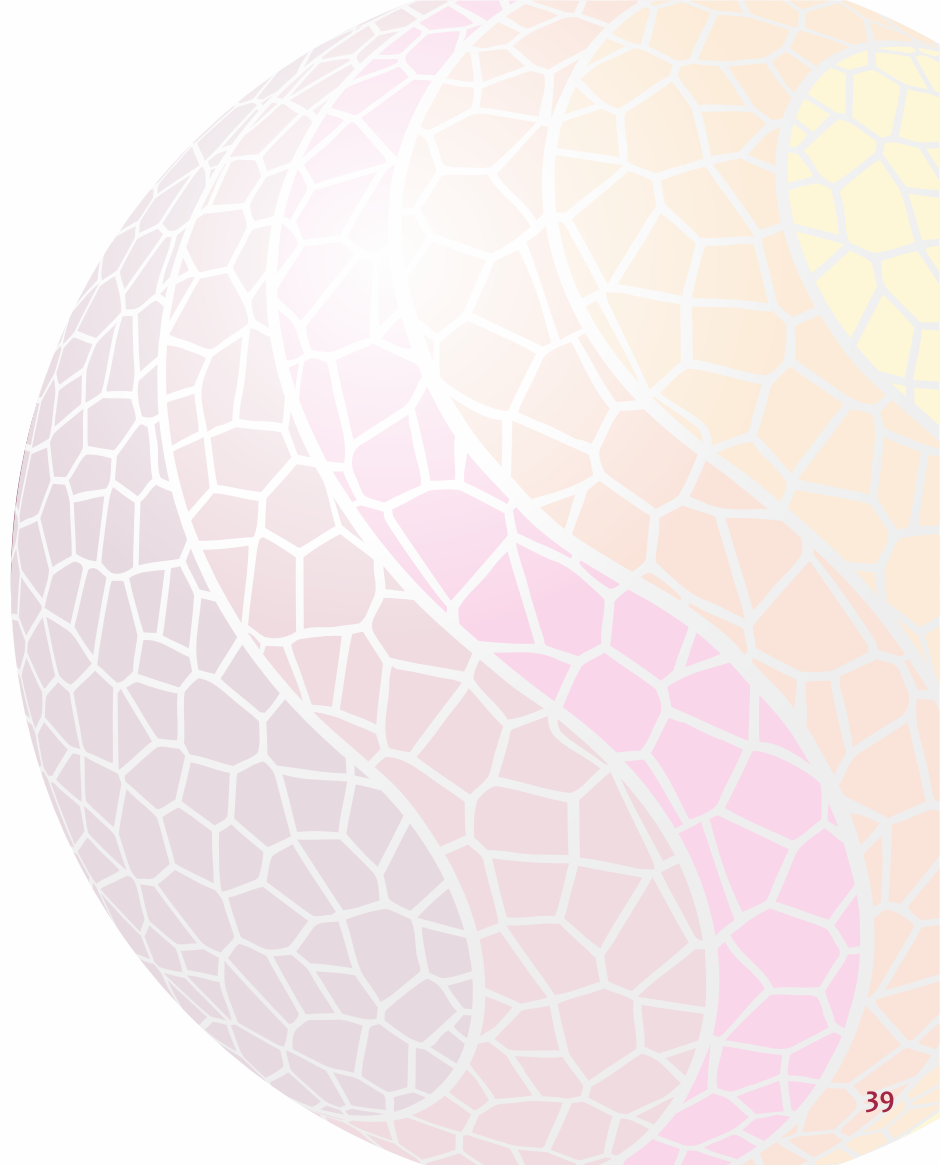
Plants are moved around the nursery depending on the conditions they need. We have many years of experience in the mass production of plants.

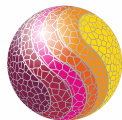


This shows the scale of the number of plants in one glasshouse. All are basket plants and there are multiple batches

Notes







St Austell BID
Business Improvement District