

St Ives

→ Workshop 2 - VISIONING



Study & Process

OBJECTIVES

- To build on the work undertaken for the Investment Prospectus
- Facilitate a 'vision for St Ives' based on economic evidence
- Provide a foundation for next stage investment



PROCESS

- Workshop 1: Evidence & Understanding
- **Workshop 2: A shared Vision & Role for St Ives**

Purpose

- To move towards developing a **VISION STATEMENT** for St Ives that articulates the role and future for the town.... and supports next stage master planning



Context

“To lead the nation out of recession - by accelerating the recovery, rebound and renewal of our economy and achieving our ambition to double GVA by 2025 - in a new and more digitally enabled, greener, healthier and more inclusive way than ever before”

Local Economic Recovery Strategy (LERS), Sept 2020

Required scale of change



Towards a Strategy

→ Current strengths

- Strong heritage and character of town centre
- Independent shops, town market and events
- Night-time economy along quayside
- Generally affluent town
- Active community

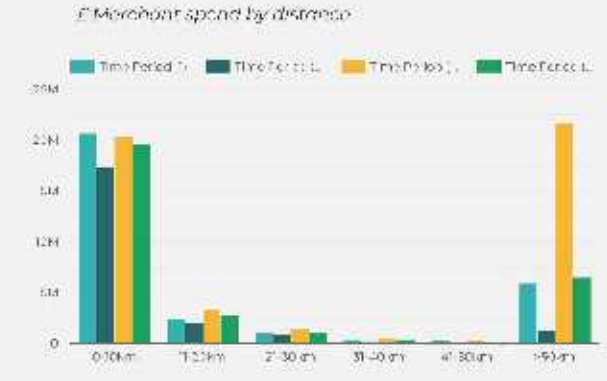
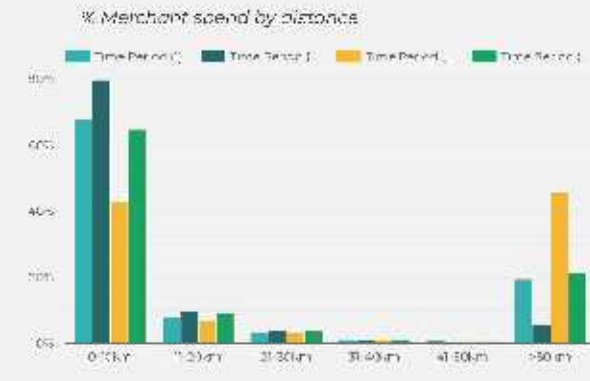
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- **Linked trips and connection to Cambridge**



St Ives spending catchment, 2020

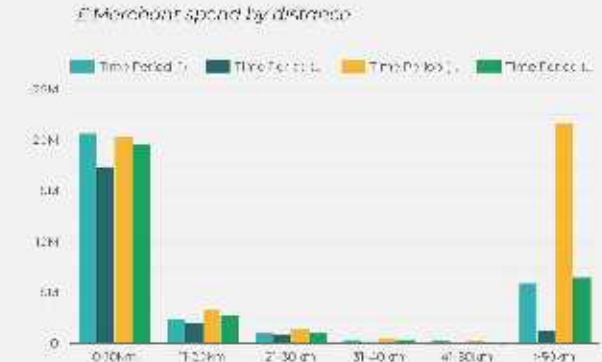
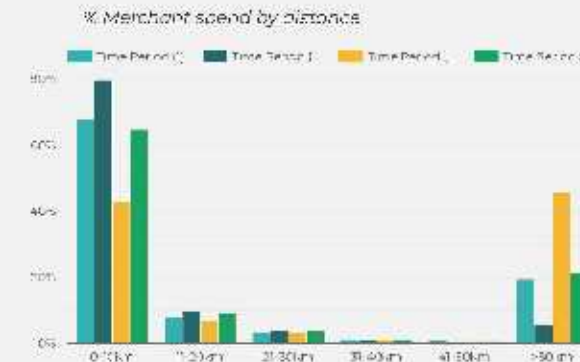


Towards a Strategy

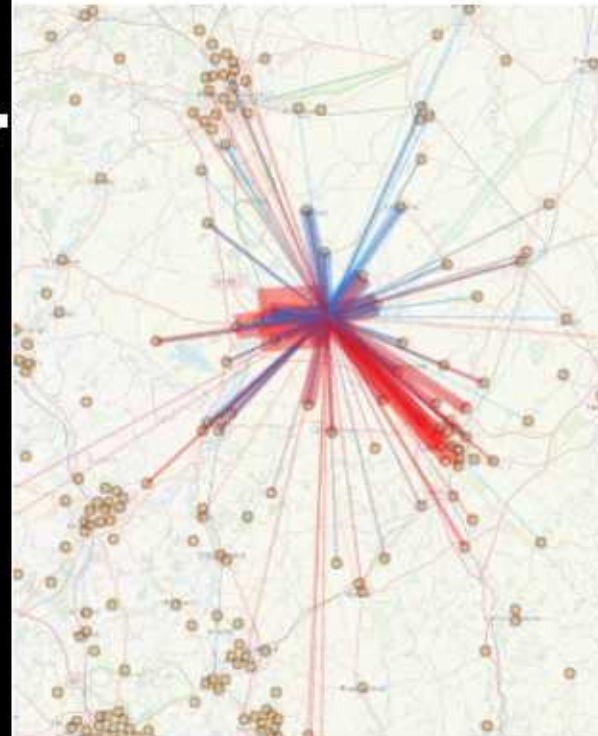
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- **Working from home potential, reduce out-commuting**

St Ives spending catchment, 2020



Historic commuting patterns, 2011



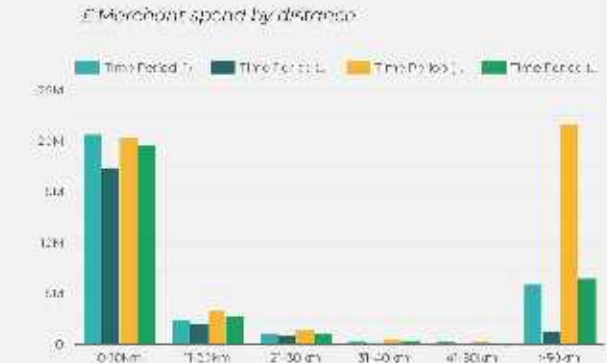
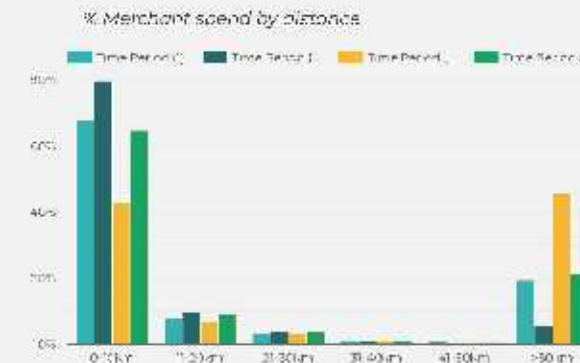
Towards a Strategy

→ Current strengths

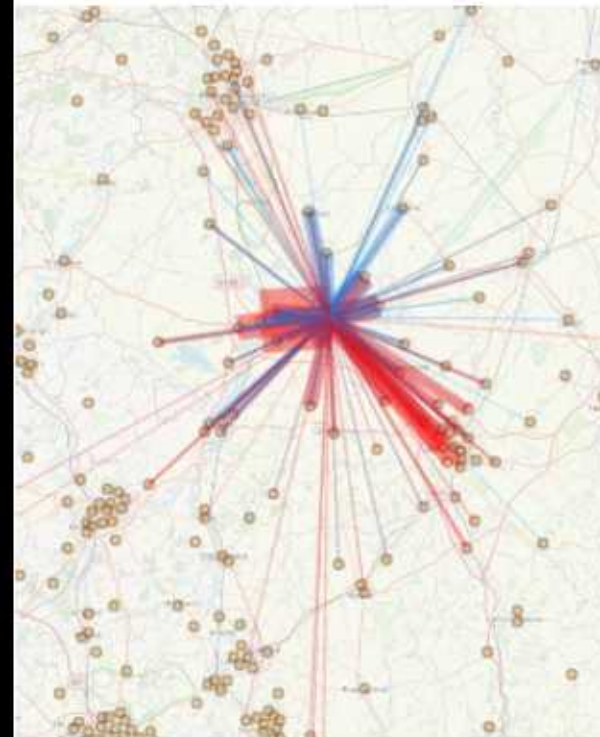
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- **Strong business base to build on**



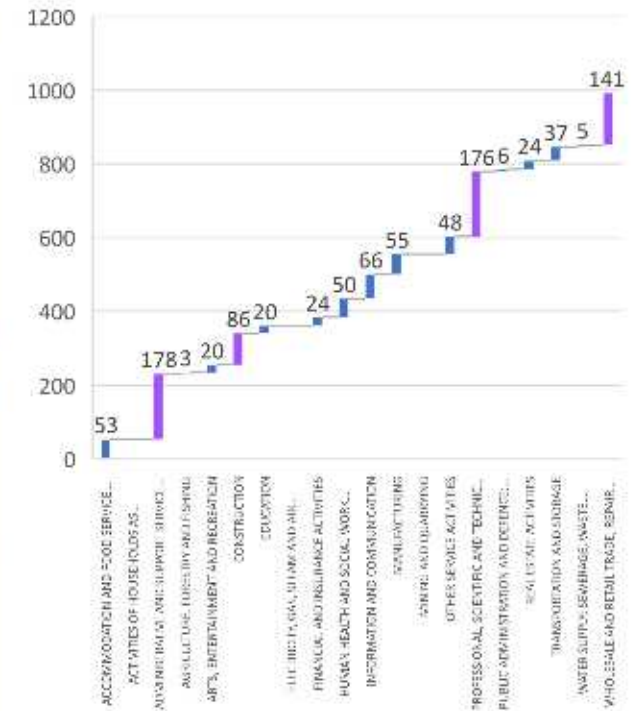
St Ives spending catchment, 2020



Historic commuting patterns, 2011



St Ives business structure, 2019



Towards a Strategy

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→ Likely weaknesses

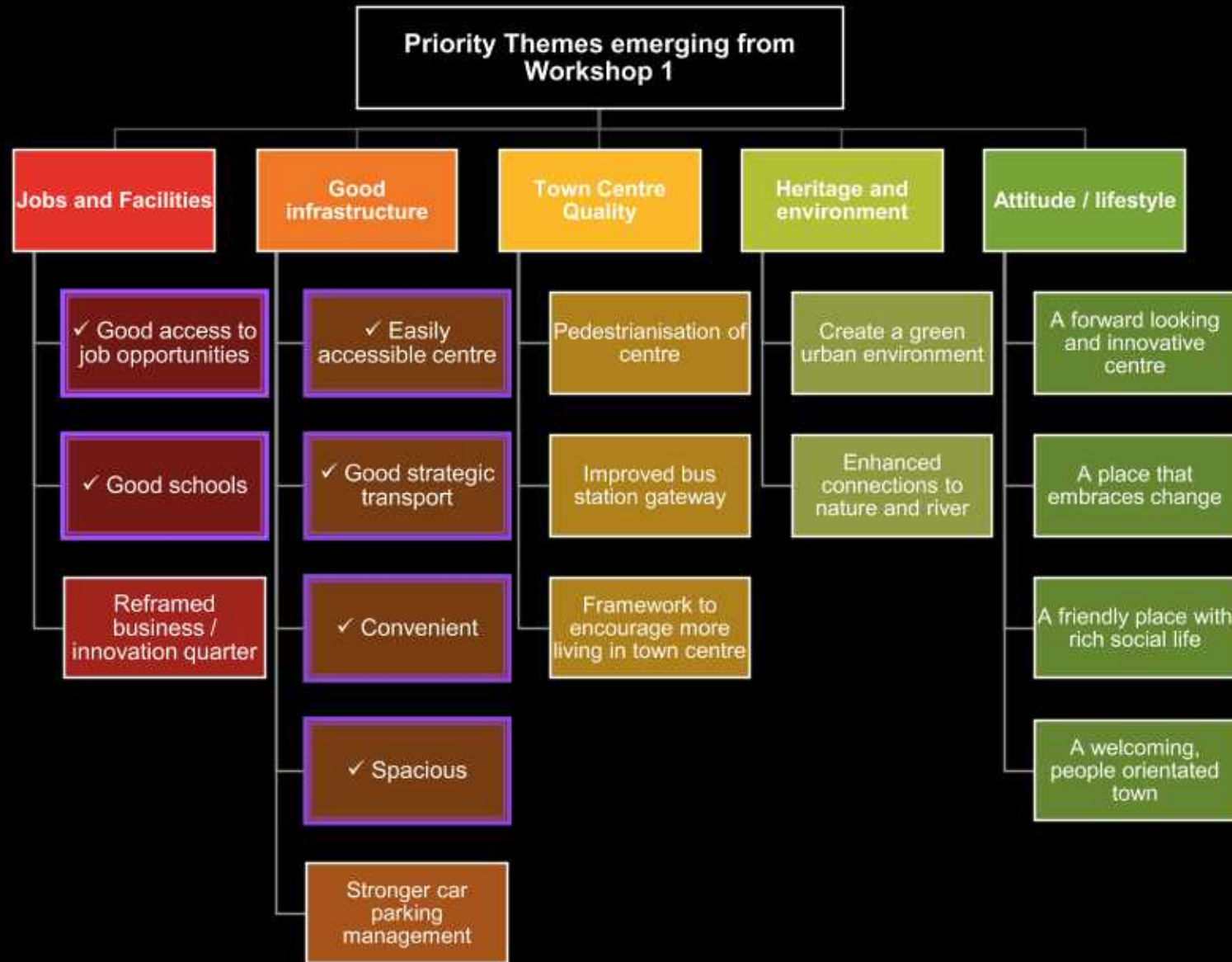
- Support for local knowledge sector businesses (employment land and meeting facilities)
- Unattractive bus interchange provides a poor 'gateway' experience
- Impact of the A14 upgrade on bus visitor numbers
- Becoming a dormitory suburb of Cambridge
- Tight residential market and opportunity for growth
- Number of sectors appear to be reducing employment
- Less 'localisation' effect than seen elsewhere

Key words for a vision

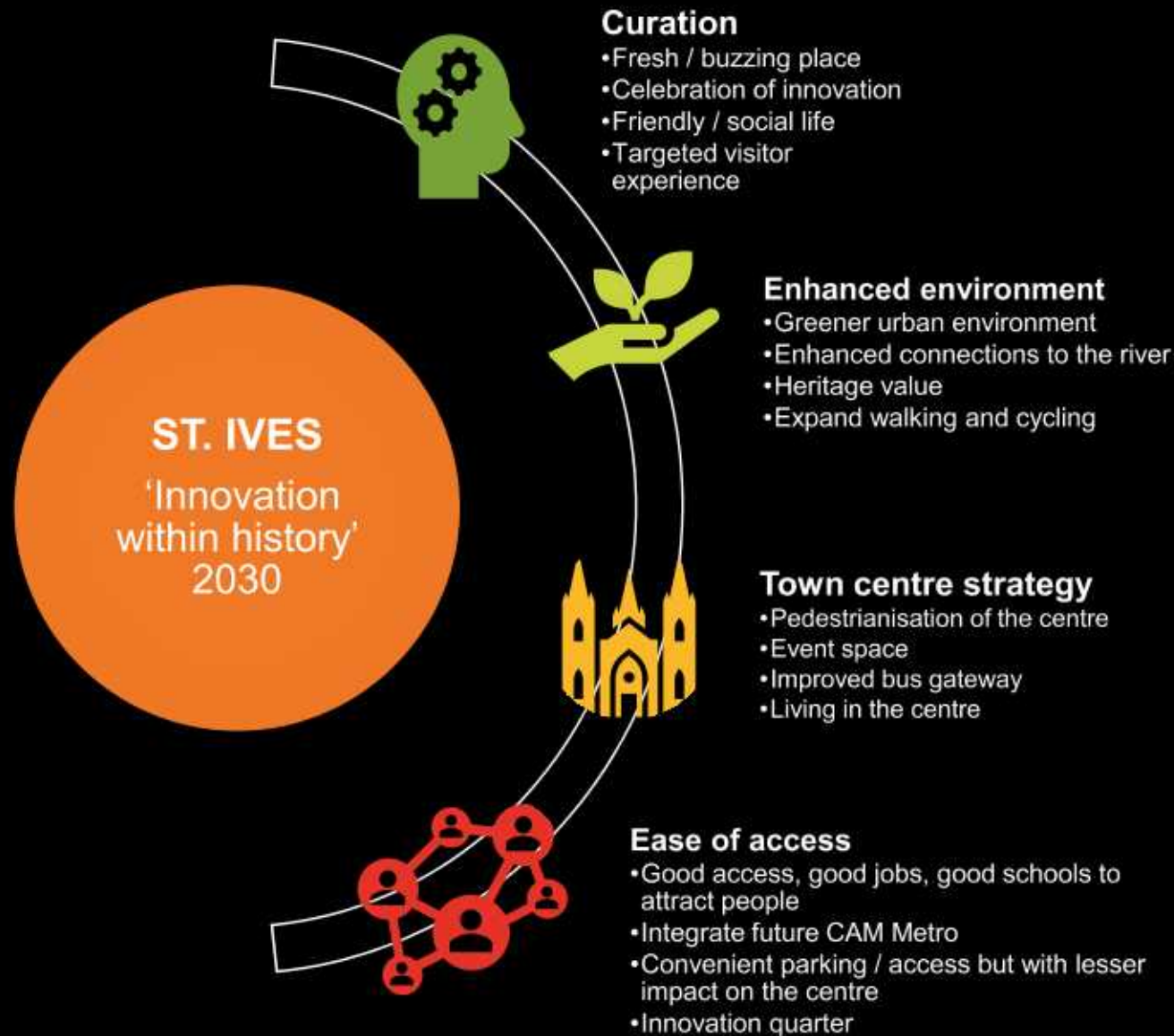
Green
Forward looking
Innovative
Accessible
Spacious
Convenient
Welcoming
River
Heritage

- Jobs and Facilities
- Good infrastructure
- Town Centre Quality
- Heritage and environment
- Attitude / lifestyle

Emerging Themes

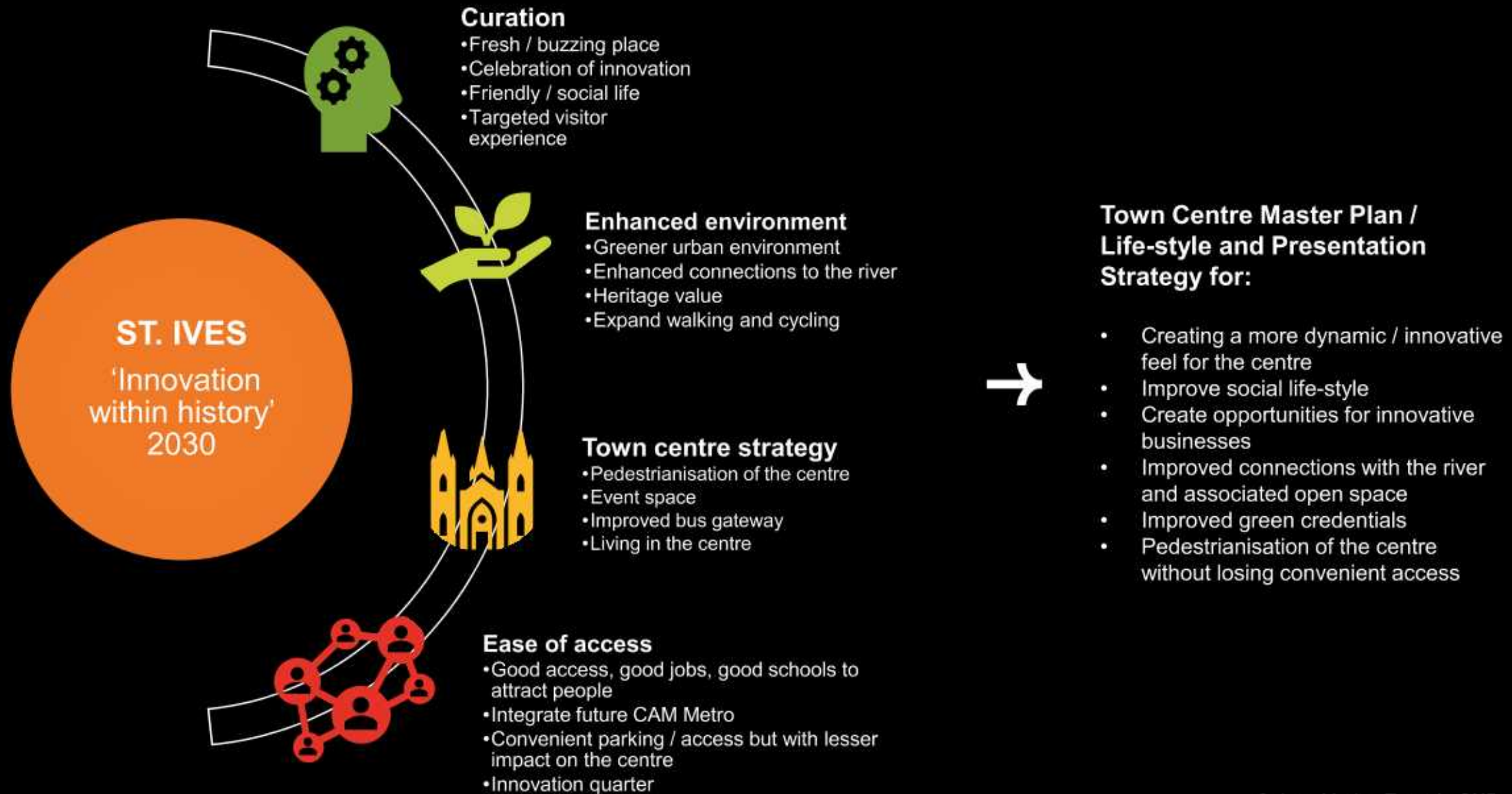


Vision components



What do you want to achieve first? What will have the greatest impact?

Vision components



Vision Statement

→ Potential 'strings' to articulate the vision for St Ives

(..part of sentences that reflect the themes and words above, and which can be combined)

A town that has

- ... plenty of visitors celebrating St Ives, its heritage and river*
- ... a distinctive and memorable 'market town' feel*
- ... an artistic and dynamic feel*
- ... a business innovation feel*
- ... heritage that is protected and valued, while building a new future*
- ... that is built on an enterprise culture and a new economy*
- ... a distinctive community feel*
- ... civic living at its core*
- ... everything you need to start an innovative business*
- ... an easy place to visit and enjoy*
- ... easy connection and close interaction with Cambridge*
- ... that connects efficiently, through public transport and cycling, to its wider community*

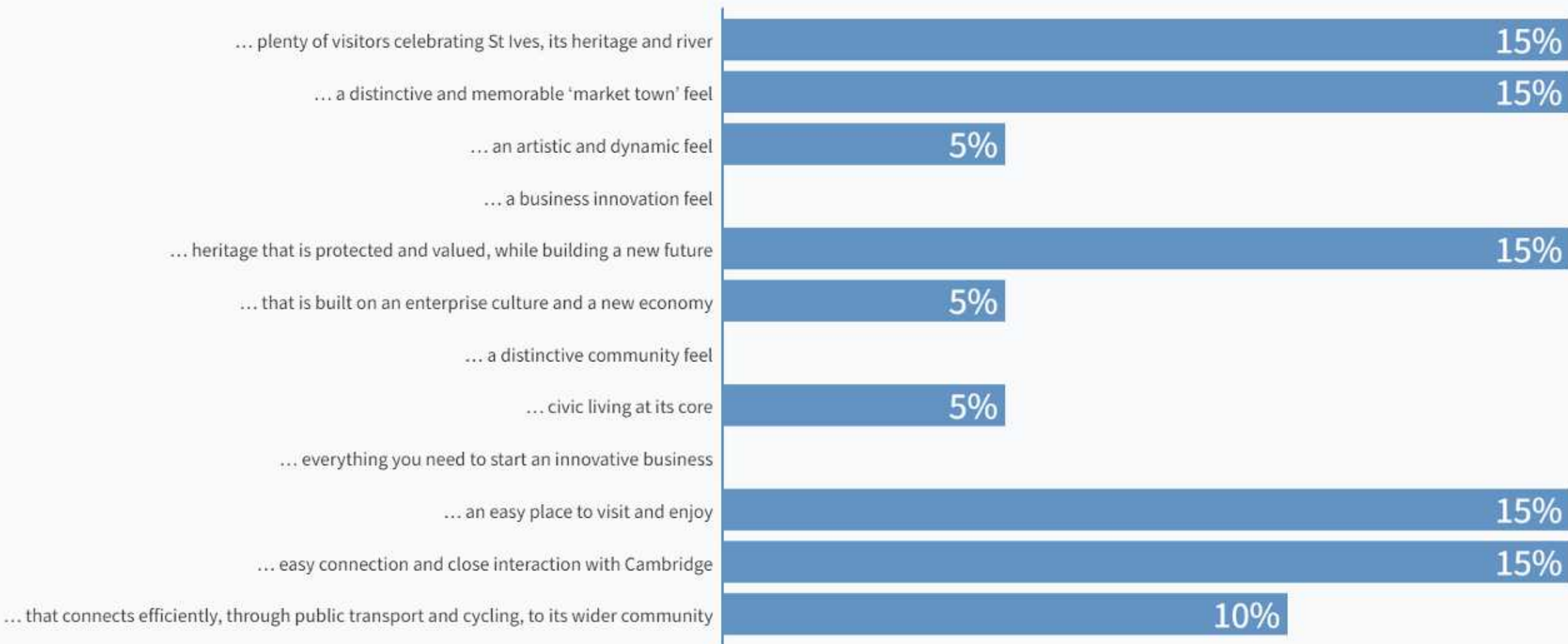
Poll

→ **Poll.ev voting on the strings**

Google:

Pollev.com/urbansilence996

A town that has...



→ VISION

“Our vision is that St Ives will maximise its position to bring in innovative businesses. This will create highly skilled jobs with good wages, and help grow the economy of the town. Over time, St Ives will become a vital component of the wider Cambridge economy...”