



USING DATA TO CREATE A SUSTAINABLE COMMERCIAL STRATEGY IN NANSLEDAN



DUCHY of CORNWALL

CACI

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Background

Nansledan is a new community being built on the eastern edge of the coastal town of Newquay in Cornwall, England.

Over the last decade, the Duchy of Cornwall has acted as master developer and landowner of the development, creating an already vibrant community which will eventually include c4,000 homes, job opportunities and diversification of the local economy to sustainably meet Newquay's current and future needs.

The Duchy of Cornwall is a private estate owned by the Duke of Cornwall (HRH The Prince of Wales). Revenue from the Estate helps to fund the public, charitable and private activities of the Duke and his family.

To bring the vision of a successful and thriving new community to life, the masterplan for Nansledan includes a new town centre, known to the Duchy of Cornwall as **"Market Street"**.

Plans for Market Street have been evolving for many years, shaped around the principles of creating a mixed-use walkable community, with employment creation at its core. Alongside this, the Duchy of Cornwall were interested in better understanding the existing and potential future catchment for Market Street to paint a clearer picture of the likely spending habits and spending potential of nearby residents and tourists and help guide the proposed scale and mix of spaces within its plans.

An introduction was therefore made to CACI, and they were able to demonstrate the breadth of data and consultancy expertise that could be offered.

Challenge

To answer questions around the scale and mix of spaces within the Market Street plans, it was clear that data-driven insights would also be helpful in shaping the forward strategy.

During the early stages of an ambitious development such as Nansledan, critical mass, road infrastructure and marketing play an especially large part in the commercial success of any retail offering. The Duchy of Cornwall also wanted to use this research to bolster attracting the right mix of businesses for Nansledan residents, but also the wider catchment.

They also wanted to understand what role Nansledan might play within the wider Cornish market and how complementary offers could be provided so as not to compete with Truro, Newquay and Padstow.

Offering the optimal mix and size of space to meet locals' needs and also achieve a commercial successful town centre was the ultimate objective of the project and CACI set out to support this with their own advice and data.





Solution/Results

CACI's initial report has now been completed and was presented to the Duchy of Cornwall in February 2023.

It has already been helpful in shaping the forward strategy for the first phase of Market Street and will continue to inform the scale and the mix of space that comes forward across Market Street and Nansledan over the coming years.

Furthermore, it has already provided further data-led insight for ongoing letting and agency discussions with prospective businesses and will continue to do so once development begins later in 2023.

The Duchy of Cornwall now has a much clearer understanding of Nansledan's catchment area from both a resident and tourist perspective around demographics, spending habits and spending potential. In turn, this is expected to help in the positioning of Market Street within its local and regional market and will hopefully assist with ensuring its long-term commercial success.

Outcomes/Future

While Market Street is yet to be developed, the work undertaken by CACI so far has helped to shape the Duchy of Cornwall's forward strategy and will continue to feed into the design of the remaining phases of Market Street, as well as other commercial centres that were planned across Nansledan.

Further advice is expected as the development progresses and wider market influences take shape in order for the Duchy of Cornwall to continue to position Market Street appropriately for Nansledan's growing population, as well as that of other local towns and villages. Using data-led insights on an ongoing basis is seen as increasingly important given the wider context of struggling retail centres around the country and in trying to ensure a vibrant and thriving centre at Nansledan.



To find out more about how CACI
can help you, please get in touch:

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