CAPITAL&CENTRIC

CONSULTATION ANALYSIS · AUGUST 2026

ST IVES CATTLE MARKET CONSULTATION ANALYSIS.

1,559

TOTAL CONSULTATION RESPONSES RECEIVED

91.2%

OPPOSED THE PROPOSALS (ONLINE & EMAIL RESPONSES)

971 online & email responses
588 in-person & paper responses

Prepared by Capital&Centric | September 2026

OVERVIEW

ANALYSIS OF THE ST IVES CONSULTATION RESPONSES.

This report analyses the feedback received during the St Ives consultation on the proposed redevelopment centred on the Cattle Market, bus station and surrounding town centre land. The consultation was supported by a combination of digital and in-person engagement channels and generated a substantial volume of feedback from residents, businesses, town users and people travelling into St Ives from surrounding villages and nearby towns.

POSITIVE POINT ONE

The consultation produced a very large body of public feedback. Many respondents did not simply tick a box but gave detailed comments, often at length, showing strong civic engagement and a clear willingness to comment on the future of St Ives.

POSITIVE POINT TWO

Opposition to the current proposals is not necessarily opposition to regeneration in principle. A number of respondents say St Ives should continue to improve and that investment is welcome - but not in this form and on this site.

KEY DISTINCTION

The consultation does not show blanket resistance to change. It shows strong concern that the current scheme would damage rather than strengthen the qualities people value in St Ives.

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TOTAL RESPONSES REVIEWED

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ONLINE & EMAIL RESPONSES

588
IN-PERSON & PAPER RESPONSES

ONLINE & EMAIL RESPONSES

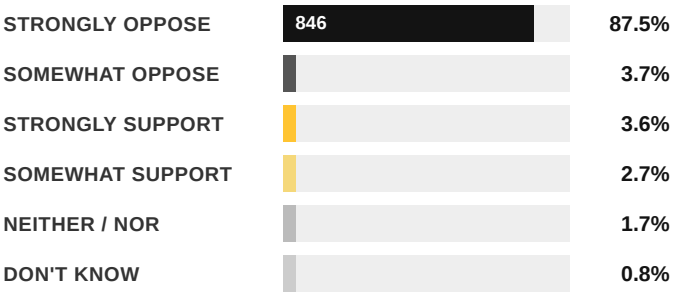
THE NUMBERS.

The St Ives consultation spreadsheet contains 971 records in total. Of those, 967 included a recorded answer to the support question. 4 responses did not include a recorded support answer.

RESPONSE CATEGORY	COUNT	%
Strongly oppose	846	87.5%
Somewhat oppose	36	3.7%
Strongly support	35	3.6%
Somewhat support	26	2.7%
Neither / nor	16	1.7%
Don't know	8	0.8%
Total opposed	**882**	**91.2%**
Total supportive	**61**	**6.3%**
Neutral / uncertain	**24**	**2.5%**

Base: 967 responses with recorded support position

SUPPORT POSITION BREAKDOWN



FULL BASE (971 RESPONSES)

Opposed: 882 of 971 =
90.8%

Supportive: 61 of 971 =
6.3%

Neutral / uncertain: 24 of 971 =
2.5%

No recorded answer: 4 of 971 =
0.4%

CLEAR RESULT

The online and email consultation responses are overwhelmingly opposed to the proposals as currently presented. 91.2% of those who gave a support position were opposed.

IN-PERSON & PAPER RESPONSES

588 FURTHER VOICES.

The St Ives tracker records 588 in-person and paper responses. The tracker uses the same broad support categories as the online consultation and records open comments, themes and age group information. The paper responses are heavily weighted toward opposition and the issues raised are strikingly consistent with those in the online and email submissions.

DOMINANT CONCERNS IN PAPER FORMS

LOSS OF CATTLE MARKET CAR PARK

The single most repeated concern across all paper forms.

FUTURE OF THE BUSES

Repeated concern about where buses would go and access continuity.

HISTORIC CHARACTER OF ST IVES

Strong objection to scale and design being out of keeping with the town.

FIVE-STOREY BUILDINGS

Scale and visibility widely described as too tall and too dominant.

HIGH STREET & LOCAL BUSINESSES

Concern about reduced footfall harming the market and existing traders.

TOWN ALREADY HAS ENOUGH BARS & CAFES

Proposal not seen as responding to a genuine gap in the town's offer.

EMPTY SITES SHOULD COME FIRST

Repeated calls to prioritise genuinely vacant or underperforming sites.

ACCESSIBILITY & DISABLED ACCESS

Particular concern for older and disabled people reaching the town.

COMBINED CONSULTATION PICTURE

1,559

TOTAL RESPONSES ACROSS BOTH CHANNELS

91.2%

OPPOSED (ONLINE & EMAIL BASE)

588

IN-PERSON FORMS ECHO SAME DIRECTION

OVERALL MESSAGE

There is strong public concern that the proposals would remove a heavily used and valued piece of town centre infrastructure and replace it with a form of development that many respondents believe is unsuited to St Ives. There is no sign in the paper forms of a materially different direction of opinion.

MAIN ISSUES RAISED BY RESPONDENTS

WHAT PEOPLE ACTUALLY SAID.

ISSUE 01

PARKING & THE LOSS OF THE CATTLE MARKET CAR PARK

Parking is the dominant issue in the St Ives consultation. The Cattle Market is repeatedly described as central, heavily used and frequently full - particularly at weekends and on market days. Respondents do not see the Cattle Market as spare land. They see it as a core piece of town centre infrastructure. The town has already lost parking through changes to the market square, so this is seen as compounding an already fragile situation.

ISSUE 02

PUBLIC TRANSPORT

The second major concern is the future of the bus services. Respondents ask directly where buses would go and whether any replacement would still provide convenient access. This concern is especially strong for people coming from surrounding villages, older residents, commuters, school and college users, and those who do not drive. A recurring theme: the proposal seems to weaken access by both car and bus at the same time - regarded as particularly damaging.

ISSUE 03

HISTORIC CHARACTER, SCALE & FIT WITH ST IVES

Respondents repeatedly describe St Ives as a small historic Georgian market town. The comparison with larger city-style developments is rejected strongly. Many say plainly that St Ives is not Manchester, Sheffield or Stoke. Five-storey buildings are widely described as too tall and out of keeping. The proposed design language is interpreted not as positive ambition but as a warning sign that the development would feel generic, urban or imposed.

ISSUE 04

EXISTING BARS, CAFES, GYMS & LEISURE USES

A striking feature of the St Ives responses is how often people say the town already has many of the uses the proposal claims to introduce. Respondents repeatedly state that St Ives already has plenty of cafes, bars, restaurants, gyms and community activity - including the Corn Exchange and existing evening economy. The proposal is not seen as responding to a genuine gap. The real challenge, many argue, is supporting the existing offer and filling empty High Street units.

MAIN ISSUES RAISED BY RESPONDENTS (CONTINUED)

ISSUE 05

HIGH STREET VITALITY, FOOTFALL & LOCAL BUSINESSES

A major theme across both datasets is concern about the likely effect on the High Street and local businesses. The logic is consistent: less parking and uncertain bus access mean fewer visitors, lower footfall and reduced support for local traders. Many point out that empty units already exist in the town centre and question why new commercial space is being proposed rather than addressing the vacant space already available. Adding more cafes or restaurants could simply spread custom more thinly.

ISSUE 06

EXISTING EMPTY SITES & ALTERNATIVE PRIORITIES

A repeated and important theme is that other sites and buildings should be prioritised first. Respondents mention empty High Street units, the underperforming Barclays site, older commercial premises and other brownfield opportunities. The logic is simple and repeated: start with what is genuinely empty or underperforming, rather than building over a car park and bus station that are already in active use. This gives the responses a more constructive quality - people are not just saying no, they are saying where effort should go instead.

ISSUE 07

INFRASTRUCTURE, CONGESTION & THE WIDER GROWTH CONTEXT

Infrastructure pressure is another major theme. Respondents refer to road congestion, one-way access, flooding, school places, healthcare, sewage, water supply and the cumulative effect of major housing growth around the town. The proposal is being judged not in isolation but in the context of a wider sense that the town is already absorbing substantial growth and that services and access are not keeping up. Opposition to housing is often not opposition in principle - it is concern that the town is being asked to take more before the existing system is coping.

ISSUE 08

ACCESSIBILITY & ACCESS TO SERVICES

Accessibility is one of the strongest practical concerns. Many comments refer to disabled people, older residents, those with mobility issues, and patients needing access to nearby health services. The car park is repeatedly described as crucial for reaching shops, healthcare, town centre destinations and community activity. For many respondents the issue is not simply convenience - it is whether the town remains usable for the people who most need easy access, including those travelling in from villages with weak public transport.

WHAT THE QUESTIONS TELL US

READING THE EVIDENCE.

THE SUPPORT QUESTION

The first question gives a clear measure of reaction to the scheme as presented. On that basis, opposition is overwhelming. However, many respondents who selected opposing categories then said they support redevelopment in principle, or support development on another site. The question works as a measure of sentiment toward this scheme - not toward redevelopment in general.

"WHICH PARTS MATTER MOST TO YOU?"

This question measures salience, not support. A respondent could select homes, green space, architecture or commercial uses because those are the parts they most object to. Several responses say this explicitly, and several complain there was no "none of the above" option. Results can indicate what triggered strongest reactions - but should not be presented as proof of positive endorsement.

OPEN-ENDED RESPONSES

The open comments are where the consultation becomes most useful analytically. They reveal in detail what respondents were really reacting to: parking, bus access, the High Street, historic character, market activity, infrastructure pressure, design, accessibility and alternative sites. They provide the nuance that many respondents support improvement in principle while rejecting this specific scheme.

AGE PROFILE OF RESPONDENTS

The age profile of the St Ives consultation skews toward middle-aged and older respondents. That matters because many dominant themes - parking, bus access, healthcare access and town centre usability - are particularly important to those groups.

IMPORTANT NUANCE

Opposition is not confined to older respondents. There is some opposition across younger age bands too.

REGENERATION IN PRINCIPLE VS THIS PROPOSAL

Many respondents distinguish clearly between regeneration in principle and this particular proposal. Some say investment in St Ives is welcome - but many of these same respondents reject the current proposal because it takes away parking and bus access, adds to congestion, weakens the High Street, and introduces buildings or uses that do not fit the character of the town.

OVERALL FINDINGS

WHAT THE CONSULTATION TELLS US.

FINDING	DETAIL
Overwhelming opposition	91.2% of those who gave a support position were opposed - clear from the online dataset and strongly reinforced by 588 in-person and paper responses.
Not simply opposition to change	A number of respondents support regeneration in principle, but do not believe this proposal is the right regeneration for St Ives.
Parking is the defining issue	The proposed loss or reduction of the Cattle Market car park drives the strength of opposition more than any other single point.
Bus station is a vital companion issue	Reducing access by both car and bus at the same time is viewed as especially harmful.
Proposal does not reflect what St Ives most needs	Respondents more often call for support for the existing High Street, better use of empty premises, and regeneration that strengthens what already works.
Scale and character are major concerns	The architecture, scale and overall concept are widely seen as too urban and too intrusive for a small historic Georgian market town.
The strategic question remains unanswered	If a heavily used car park and central bus access are removed, what does St Ives gain that it does not already have - and is that worth the loss? For the overwhelming majority of respondents, the answer is no.

CLOSING ASSESSMENT

882

OPPOSED OF 967 WITH RECORDED POSITION

61

SUPPORTIVE RESPONSES (6.3%)

24

NEUTRAL OR UNCERTAIN (2.5%)

THE CLEAREST CONCLUSION

Respondents are not generally rejecting investment in St Ives. They are challenging whether this proposal, in this location, would improve the town or instead reduce access, weaken the High Street, damage town character and add further pressure to infrastructure already seen as stretched. The consultation has produced a strong and coherent message: people are not only asking whether St Ives should change - they are asking whether this proposal would take away one of the things that keeps the town working now.