

## USER PROFILES



### First year student

- Moved to Truro this year from outside of Cornwall
- First year student studying Computing in Falmouth University's new digital arts and games academy 'The Hive'
- Living in student cluster accommodation with five others above the Hive – next year will move with three friends to rent a student living apartment on the development
- Frequently visits Lily's of Truro café for a quick coffee during the day and a place to socialise
- Uses the new convenience store on site to pick up provisions
- Regularly visits the food and beverage places along the river and town for drinks / dinners with friends
- Predominantly walking or cycling to places with infrequent train trips home. Not interested in car ownership at this point



### Graduate

- Graduated from Falmouth University last year and set up a new business through Falmouth University's entrepreneur scheme
- Based at the Innovation Centre in the Hive
- Travels to UK cities by train to give guest lectures and may use a car
- Rents an apartment on the development
- Spends days off cycling the local cycle routes, regularly cycles to Falmouth and gets the train back in the evening
- Hires a car for the day from the local car share to meet friends in St Ives and to local beaches for surfing
- Predominantly walking or cycling places with infrequent train trips home/to see friends. Not interested in car ownership



### Key worker

- Nurse working at the Royal Cornwall Hospital
- Likely to have a private vehicle to get to and from work as well as run errands and other social activities
- Lives near work and likely to get there by bus, popping to the supermarket on the same route on the way home
- Rents a one bed key worker affordable home
- Uses local cafes on the site to meet with friends and family
- Enjoys maintaining a balanced mind and body and interested in yoga classes at the local community centre
- Occasionally uses the train to go visit family / friends in Wales and uses a car to visit Penzance or St Ives at the weekends



### Shop owner

- Opened a new shop in Truro a couple of years ago
- Bought a one bed flat on the development
- In a wheelchair so was happy to find an accessible place to live in Truro
- 10 minutes to get to work
- Loves theatre and regularly goes to the Hall for Cornwall
- Part of an amateur drama club arranging an outdoor event to be held on Pydar Square
- Likely will need a private vehicle but not necessary ownership. Interested in car clubs or cargo cycles

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### Family

- Rent a three bed affordable home on the development
- Both parents walk to work in Truro, one works on the Pydar development in the new offices
- Summer days sat outside at Pydar Square enjoying an ice-cream with children playing in water fountains
- Youngest child plays most days in the residents' courtyard – safe and secure play
- Booked older child's birthday party at the bowling alley
- Family cycling trips at weekend – cycles stored in secure residents' store
- Visit Rosedale park to play football



### Young couple

- First time home owners
- Two bed shared ownership flat with balcony
- Have been regularly visiting the small shops in the centre to furnish their new home
- Chose Pydar to live as good rail connections to their jobs in Falmouth and St Austell
- Celebrating their big move with friends with drinks and dinner at the roof top bar at Pydar
- Eco-conscious and motivated by supporting local businesses, artists, craftspeople, and people/businesses that are reducing their carbon footprint so use public transport only
- Driven by social and environmental motivations. Are likely to see sustainability credentials and important to their way of living.



### Retired Couple

- Lived in Truro for years
- Down sized to a two bed later living apartment – wanted to live in a eco-friendly development
- Volunteers at the City of Lights festival
- Rents a co-working space at the Innovation Centre to write a novel
- Meets with friends at local pubs in city centre as they have for years
- Leisure walks around Daubuz Moor at weekends and enjoys a drink and bite along the river
- Uses the train to go to the coast regularly
- Interested in reducing their responsibilities – less car ownership and smaller house
- Currently park their electric car within the residents parking, but planning to sell and switch to using the car club on site



### Young Professional

- Already started career elsewhere and looking for change / opportunity
- Professional services / finance background
- Interested in networking and meeting new people and collaborating at the Hive
- Started a new company and wants an interactive workspace in the Hive
- Remote working is a must-have therefore requires strong WIFI and internet enabled places
- Ease of access to airports / trains for both business and leisure
- Requires vibrant food and beverage scene with high-quality hotels for visitors
- Car owner who uses car and happy to pay for parking permit / private parking

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### Artist / Maker / Craftsperson

- Looking to move out from a hectic lifestyle
- Looking for new inspiration and places of natural beauty
- Attracted to low-cost workspace and studios
- Wants to be a part of a collaborative community
- Enjoys lively food and beverage scene along with leisure offers like independent cinemas, independent retailers, and cultural spaces
- Eco-conscious so uses public transport only



### Tourist

- Two friends visiting Cornwall and the South West, with Truro as their first stop
- Chosen to stay at the hotel at Pydar due to its proximity to the city centre
- Arrived at Newquay airport, where they hired a car
- Parked at NCP car park
- Have booked onto a walking tour and a visit to Truro Cathedral
- Plan to dine at the rooftop bar at Pydar
- Want access to the seaside and day trips to rural locations for hikes and the beach, but enjoy the comfort and amenities that Truro have to offer. They use Truro as a base to see the rest of the region



### Office worker (suburban)

- Lives on periphery or outside of Truro
- The business they work for recently relocated to offices in Pydar
- Drives to work but is open to alternative methods, such as the train or bus. Connections from the train/bus to Pydar is vital
- Uses the gym on site, taking advantage of the work discount
- Arranges lunches and work socials at the restaurants fronting River Allen
- Visits the pub along the River with colleagues on a Friday evening
- Is interested in better public transport to/from Pydar so they can go out for an evening and not worry about driving



### Office worker (urban)

- Lives centrally within Truro
- The business they work for recently relocated to offices within Pydar
- Walks and cycles to work (depending on the weather)
- Uses the gym on site, taking advantage of the work discount
- Arranges client lunches at the restaurants fronting River Allen
- Visits the pub along the River with colleagues on a Friday evening
- Uses car club for day trips