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**Green and Whitegold Group**

**5th September 2019**

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| **Present** | |
| Dan James (Chair) | Eden Project (SABEF Director) |
| Richard Hurst | White River Place (SABEF Director) |
| Paul Jackson | Ceramicist |
| Nikita Brown | Wheal Martyn |
| Chang Li | Pinetum |
| Steve Skinner | St Austell Town Council |
| Helen Nicholson | Cornwall Council |
| Dr Katie Bunnell | SABEF team |
| Mike Hawes | SABEF team |
| Darren Hawkes | SABEF team |
| Nikki Hotchin | SABEF team |
| Duana Pearson | SABEF team |
| Cat Radford | SABEF team |
| Nichola Andersen | SABEF team |

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| **Apologies** | | |
| Pete Moody | St Austell Print (SABEF Director) | |
| Anne Chapman | SABEF Director | |
| Annette Miller | | St Austell BID |
| Lorna Tremayne | Heligan | |
| Paul Stone | Eden Project | |
| Victoria Reece-Romain | Culture Officer, Cornwall Council | |
| Alex Murdin | SABEF team | |
| Gail Matthias | Plymouth University | |
| Gary King | St Austell Town Council | |
| Robin Andrew | | Cornwall Council |
| Jenny Beavan | | Ceramicist |
| Stephen Felmingham | | Plymouth College of Art |
| Richard Pears | | Cornwall Councillor for Mount Charles |
| Cookie Scottorn | | Ceramicist |
| Amanda Wood | | Cornwall College |
| Charlotte Bond | | Kneehigh |

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| 1. | **Notes of the last meeting held on 19th June**  NH met with the Town Heritage team to discuss their augmented reality project; a further meeting with Kneehigh is needed. | NH |
| 2. | **Feedback on Garden Festival 2019**  D Pearson gave a report about the festival. Feedback was that it was successful. A survey with stall holders was positive with most saying they would come back again. 20% footfall higher than the same weekend last year. The town looked good with over 30 planted suitcases from schools, planters and hanging baskets were all ready and entertainment from radios and choirs went well.  Feedback from people who attended was positive. The Clay workshop by P Jackson worked really well and was busy all day. L Tremayne gave feedback that it was much more rewarding than last year with more engagement from visitors as well as being busier than previous year. Exhibitors appreciated the ability to drive vehicle into White River Place to set up.  Schools suitcases works well in the town but it was a lot of work. Learning points are that more notice is needed for schools and taking something of the gardens to the schools earlier into the year would help with engagement. Caerhays was interested in supporting visiting schools. The visit by the St Austell Brewery van helped create interest and engagement with the event which is important, even if its hard work. |  |
| 3. | **Garden Festival 2020**  Discussion took place about the date of the event in 2020. Originally the idea was that the two festivals would be either end of the summer season. N Andersen felt that two events give two opportunities for engagement with both events benefitting.  The PRIDE festival was on the same day but only in the evening. Next year they would like to do a full days event.  June is a busy times for gardens and garden centres selling plants; coming to an event means finding the staff. However, June is a better time for community groups if they have more notice. It will make a big difference to have 10 months to plan the festival instead of 4.  Some growers would like it to be much earlier but the weather will be more difficult and the town won’t look so good. It’s important that the image of the town is as good as possible.  Whitegold and Garden Town festival links are important. Next year the Whitegold theme will be conviviality – eating and tableware. This will work well with Garden festival.  It was agreed that two festivals works well and this should continue. Date should be moved to the 4th Saturday in June (27th) and PRIDE can take place on 3rd Saturday. The 4th Saturday in the month is usually busier. Garden Festival Team to double check with Richard Hurst that the dates works for White River | DP |
| 4. | **Whitegold Festival 2019**  C Radford gave an update. Flyers have been produced and most of the festival has been planned. Social media is being used to promote the festival and forwarding posts through organisations and personal accounts was requested. There are a few logistical issues but the infrastructure is there which helps. Links are made with the Garden Festival and also with the International Prize.  There different activities in different areas of the town – zones. In every zone there is something hands on for community engagement, reaching every level. There is a lot more for artists this year and this is part of the aspiration to work towards establishing this area as a Centre for Ceramic Excellence. Two empty units in White River place will be used for public engagement in particular, but if its wet other things will also move there. Invitations have gone to ceramic artists across the southwest – 21 are coming out of 60. They are being featured on social media and there will be opportunities for networking and making. There will be a dance performance and workshop with Spindrift. Usual stands from Wheal Martyn and IMERYS. Raku workshop all day with live firing. Music from choirs including 150 children. Biddicks Court will be exploring connections with gardens and clay. Meet the makers in the Market House with live music. There will be archive films shown.  There was discussion about the official festival opening. It was agreed that this should include James Staughton, the Mayor and Wendy Gers or Sir Nicholas Serota. K Bunnell to speak to them.  There will be demonstrations by artists and P Jackson agreed to help with commentating on these  As well as flyers, there will be adverts in local press. Social media posts are taking place every day and need to be shared. The festival programme should have welcome text from James Staughton. C Radford to draft and get approved.  Other requests are:  **Help is needed in putting up things in the morning.**  **Flyer distribution**  **Encourage staff/family attendance**  **Loan of technical equipment**  **Hands for packing down on the day**  Road closure needed for Biddicks Court; this highlighted the need for a fire risk assessment. This will be done but will reflect the scale of the event. Protocols are also needed for public messages via the PA systems.  P Jackson asked about involvement of education. This is important for the International Prize and the ambitions to be a centre of excellence. It was reported that there was a recent meeting with the Craft Council about their “Make your future” programme which is designed as CPD courses for teachers. There will be demonstrations and training delivered to teachers in schools - 8 are signed up. Schools work is taking place with Wheal Martyn.  D James agreed to raise this with Plymouth and Cornwall College to push for more involvement. | ALL  KB  CR  ALL  DJ |
| 5. | **Ceramic masterplan update**  Brickfield has made over 200 bricks – workshops at the beginning were affected by the weather. More workshops have been planned and there will be a poster available for circulation. 2 walks took place including one in poor weather with Philip Marsden and Ivor Bowditch.  A pop up workshop in Indian Queens only had one attendee - John Osbourne. He was the last brickmaker from the last brickworks at Wheal Renfry. He has been very involved in the project since, advising on technique and equipment. He visited Wheal Renfry last week with Rosanna Martin, the artist. Later in September, there will be a presentation to CAST about brickmaking and John will be part of this.  Julian German, Leader of Cornwall Council, also visited on 29 August. He was keen to encourage the initiative to become a bigger project. Sessions are being organised for specific groups e.g. IMERYS. Other workshops can be organised for other businesses. Artists are also making bricks in Stoke in the Middleport Pottery with clay supplied from Cornwall. A Murdin is in Stoke and there is an exhibition in the Spode China Hall of Brickfield as part of the Stoke Biennial. They have sent red clay to be used in brickmaking here.  The International Prize has had a very good response with 115 submissions. The marketing was very effective. An initial filter by K Bunnell reduced this to 60. The jurors scored the submissions and the top 16 were then reduced to 10 artists – 3 international and 7 in the UK. They are coming for the festival on 19th Sept; there is a fieldtrip with IMERYS Pit to Port tour on 20th September including Wheal Martyn. There will also be a town centre tour of areas for the public art commissions. At the festival, each artist will give a 15 minute presentation which will be open to the public. Biographies are online – there is a very good range of new and established artists. A press release has been prepared and is waiting for sign off by MHCLG. Artists are going to be featured everyday on social media and the artists themselves have strong followings which is an opportunity for Whitegold as well.  There is a need to promote this nationally; N Andersen requested PR support. Stoke, Emma Bridgewater, Royal College of Art are possible routes to explore.  D James congratulated the team - the progress is amazing.  Other parts of the masterplan are being taken forward by A Murdin – this will be circulated (see appended information on Art in Public Places – Final programme and Development work taking place). | ALL |
| 6. | **Garden Town update**  D Hawkes gave an update. A391 wildflower planting is taking place including Pictorial Meadows turf and some seeded areas as well. Seeded areas trialled this year have worked well.  D Pearson is working on signage, historic and nature interpretation in Linear Park. This may include an Art installation.  Pinetum area designs for the donkey field were circulated - this reflects the landform of the clay pits. Magnolias will be planted and there will be white marking with crushed aggregate. It could include artwork as well. It is mainly about creating a landform and it will be maintained by Pinetum. Interaction by the public may need to be considered. The design has been approved by Chang Li who commented that this fits well with the landscape. |  |
| 7. | **Update on kilns**  Following the last meeting, thelarge kiln from Falmouth is in store with IMERYS. The aspiration is for this to be permanently in Wheal Martyn. Wheal Martyn will work on this project when Clayworks project is finished. Leach Pottery are providing support and advice. It would use the same building that Cornish Ware wanted to use but funding is needed.  Smaller kiln will be fitted into the Market House. P Jackson to meet with Market House Directors to explain the previous ideas for a kiln and promoting making in the Market House. | PJ |
| 5. | **Dates for future meetings**  All 9.30 – 11.30 am at St. Austell Printing Company   * 23rd October 2019 NB HALF TERM TBC * 4th December 2019 |  |

**Art in Public Places – Final programme**









Development work:

