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**SABEF Executive Directors Meeting**

**22 May 2019**

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| **Present (D = Director)** |  |
| James Staughton (D) | St Austell Brewery (Chair) |
| Peter Moody (D) | St Austell Printing Company (Vice Chair) |
| Malcolm Brown (D) | St Austell Town Council |
| Ian Chalmers (D) | Phillips Frith |
| Anne Chapman (D) | Market House |
| Dick Cole (D) | LAG/ Cornwall Councillor – St Enoder division |
| Tom French (D) | Cornwall Councillor – St Austell Bay division |
| Dan James (D) | Eden Project |
| Jordan Rowse (D) | Cornwall Councillor – Par and St Blazey Gate division |
| Chris Taylor (D) | Cornwall College |
| Richard Hurst (D) | White River Place/ St Austell BID |
| Robin Andrew | Cornwall Council |
| David Pooley | St Austell Town Council Clerk |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| Richard Pears | Chamber of Commerce |
| SABEF team: |  |
| Nikki Hotchin | St Austell Market House/ SABEF project manager |
| Mike Hawes | Mei Loci |
| Darren Hawkes | Garden Curator |
| Duana Pearson | Assistant Garden Curator/ Garden Festival lead |
| Nicola Andersen | Communications and Community Engagement |
| Cat Radford | Whitegold Festival lead |
| Katie Burnell | Brickfield curator |
| For Item 1: |  |
| Matthew Thomson | Cornwall Food for Change |

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| **Apologies** |
| Tony Nethercott (D) | St Blaise Town Council |
| Sally-Ann Saunders (D) | China Clay parishes  |
| Ashley Shopland (D) | IMERYS |
| Jacky Swain (D) | CEG |
| Tristan Netherton  | Chamber of Commerce |
| John Hodkin | IMERYS/ Eco-Bos |
| James Mustoe | For Steve Double MP |
| David Chadwick | China Clay Community Link Officer, Cornwall Council |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |

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| 1.  | **Cornwall Food Foundation/ Fifteen Cornwall - Matthew Thomson**M Thomson gave a presentation and explained the background to Fifteen Cornwall. Fifteen Cornwall is a restaurant at Watergate Bay; it is a social enterprise which is a productive restaurant, provides inclusive holistic training, has access to a dynamic network of 500 Fifteen graduates and actively promotes community engagement. Trainees are disadvantaged young people and is a model which can be used elsewhere. Fifteen Cornwall is not affected by the recent difficulties for Jamie Oliver restaurants elsewhere in the country and still uses his brand. There are two spin off programmes that work elsewhere in Cornwall – Food Works and Food for Change. These aims to use food to inspire people to make change in their lives. Food Works – this is a 30 hour intervention over a period of time. It delivers food safety training which also brings people together in a community area. It is being delivered in St Austell and 30 people are being trained at the moment. The aim of Food Works takes people from food poverty to food wealth. Food wealth has moved from the town centre to ASDA.The Food for Change programme is building a network of 80 food changers through working with STAK, Cornwall Neighbourhoods for Change, St Austell Foodbank, Young People Cornwall and Volunteer Cornwall. M Thomson outlined his personal journey in which starting in food and hospitality led to wider job opportunities. This is the ethos of these programmes.So far the work in St Austell has been low key. There are discussions with Eco-bos about creating an anchor site for the project for the wider area. There is potential to work with SABEF and the CCF project – at present there is £350,000 of funding for 24 months in St Austell. Food needs to be the link. J Staughton asked if there was a link to homelessness? STAK is a key partner; they report that they help two rough sleepers at the moment but it is likely some others are sofa surfers. Links have been made with Cosgarne and there may be a community kitchen project in the future.C Radford commented that “Food on a (ceramic) plate” is a link with the Whitegold festival that they are keen to explore. Both festivals can use food as part of the attractions on the day.D Cole commented that Community Led Local Development funds may be a possible funding stream. There are areas in the Clay Country which could be targeted. M Thomson is keen to work in the China Clay area developing from the Eco-bos site. Fifteen Cornwall has had 212 trainees and it is estimated that one third have come from this area. The aspiration is to use these trainees to help young people in the local area. The villages are very independent so the work needs to be community led and by local people.Working with Eco-Bos also gives an opportunity to help with community growing in the West Carclaze development. D Pooley commented that, in a recent meeting with Young People Cornwall, they were keen to expand their work with Cornwall Fifteen. Cornwall Fifteen is already working with young people in St Austell through Cornwall College with a satellite food bank to help address food poverty experienced by young people. T French commented that Pauline Giles from St Blazey is also another potential partner.J Staughton thanked M Thomson for his presentation. |  |
| 2. | **Notes and Action from the last meeting 26th March 2019**It was reported that:* Logo of Coastal Communities is on the website.
* Branding and toolkit - Brand hierarchy will be signed off in July meeting; this will include sponsors for the website. It has been identified that the Thinkingplace font used in the toolkit requires a £30 licence. J Staughton has asked the Brewery graphic design team to replace this with a freely available font. The toolkit on the website will be updated after that.
* Letter to Julian German has been made and a reply received that Cornwall Council is willing to work with partners about Old Vicarage Place.
* R Hurst reported that Mike Coles has bought Old Vicarage Place. H Nicholson reported that the group proposing the Future High Fund Street proposal is hoping to meet with him soon.
* A30 link road has received its planning permission. Thanks were expressed to M Brown and John Wood for strengthening amendments to the legal agreement to support schemes in St Austell.
* SABEF has joined the Friends of St Austell station group and N Hotchin has attended two meetings.
* R Andrew is still sourcing information about the brick clamp at Sticker.
* A Chapman submitted a claim for quarter 1.
 | RA |
| 3. | **Chairman’s announcements**Wendy Earle raised some issues about SABEF in a Town Council meeting, which is a public forum. Therefore it was felt important that the Directors respond on this occasion but this was not a precedent for the future. M Brown did respond at the meeting as the Town Council representative on SABEF. He also agreed to raise issues with SABEF. The following responses were made to the points given:* SABEF has employed its own experts with excellent local experience. The Mount Charles roundabout wildflower planting was implemented in 2006 and has no other intervention since, hence its poor state. No other planting scheme would have been any better; the aim is to learn from the past.
* Magnolias are going to be planted at the Porthpean junction
* There is an aspiration for St Austell to be different and better than other areas. Hydrangeas and camelias will be used but they need to be in appropriate locations. They are also not local plants to this area as they originate from outside the UK and are likely to suffer with the changing climate.
* Links to parish councils are in place with Sally Anne Saunders representing China Clay parishes.
* The masterplan is not yet finalised – this is being discussed today by Directors. After this, it can be shared and it is hoped that Community Link Officers will share this plan with community groups. The plans will be available for the community to comment at the Garden festival.
* 7 Gardens in the area are involved but not all want to be closely involved.
* The SABEF website will be updated with the list of Directors and all minutes will be posted. However, it was pointed out that there is no requirement for a CIC to do this.
* As a CIC, accountability is to the Board; it is not a public body. Any grant funding has reporting arrangements with the grant making organisations. The Coastal Communities Fund grant has to be reported to the Ministry of Housing, Communities and Local Government.
* The ‘inner core’ group is a Management team which is common practice for many organisations.
* Community engagement is primarily through the Green and Whitegold Group which includes many stakeholders. There will be a communications strategy produced by July which will cover community engagement. There was a recent community engagement event led by the Voluntary Sector Forum but working with SABEF.
* Formal representation is also agreed between the public/ voluntary and private sector and there are representatives already in place. It was felt that there is a fair balance.
* Maintenance is a key consideration of all proposals. It is acknowledged that, once the current funds are exhausted, help may be needed from Town Council and other partners. Discussions are ongoing about this for each project.
* Advice about trees is available to the project from the Duchy of Cornwall through their Head Forester. It is important to put trees in the right places as landscape and views are also important.

A final point was that Wendy Earle was part of the Garden festival last year with the Friends of Menacuddle Well group and has been invited to join again this year where there will be a lot of information about the future plans available to comment. It was agreed the J Staughton would reply directly to Wendy Earle on behalf of the Directors.D Cole suggested that in other areas of Cornwall place shaping activities are public sector led and may have different standards with regard to transparency. He felt it was important to be transparent. This was supported by M Brown.It was agreed that town and parish councils could be provided with an update regularly.It was reported that the result of the ‘Shaping my future’ event was a task group to look at climate change and future proofing St Austell. M Brown reported that Cornwall Council had its annual meeting yesterday; Julian German is now the leader, and the lead Councillor for Climate Change is now Edwina Hannaford. Cornwall Council’s Climate Change action plan will be published at the end of this week for approval at the Neighbourhood Overview and Scrutiny Committee. M Brown is a member of this and will circulate the Plan and welcomed any comments directly to him.R Hurst commented that Wendy Earle’s is likely to be the first of many comments as a result of the increased activity of SABEF. It is important to acknowledge and address these as people generally want to know what is going on. | JSNAMB |
| 4. | **SABEF Coastal Communities Fund update**N Hotchin referred to the project highlight report which will be circulated with the minutes. There has been a lot of activity, particularly with regard to the Garden festival and Whitegold festival. The refreshed website is going live today.M Hawes gave an update on the Masterplan. The masterplan uses the a concept suggested by the Community Link Officers of an exploding seed – starting work in St Austell and then spreading the message further out. The current plans concentrate on a 2 year programme but there is a 5 year strategy which starts in the centre and expands out. Much of the work recently has progressed work from the masterplan concepts to actual projects.M Hawes outlined the goals of Fresh Green Futures which have been further defined:* To acknowledge the threat of climate change and to take steps to contribute to a positive strategy of environmental improvement.
* To significantly increase biodiversity, through the creation of new, and enhancement of, existing green spaces.
* To increase ‘Natural Capital’
* (Natural capital can be defined as the world’s stocks of natural assets which include geology, soil, air, water and all living things).
* To contribute to a more environmentally, socially and financially sustainable region.
* To raise awareness of history and culture through the implementation of artworks and undertaking workshops with community groups.
* To invigorate the Clay Communities through education, events and workshops which can inform the long term strategy of enhancement.

Clay Quarter key planProjects proposed as a package for the town centre were reviewed (see presentation). Comments were invited. This includes an in-kind offer of a mosaic from Emma Bridgewater using recycled pottery from her factory. The scale of the projects varies from small to large with the aim of drawing people through the town. Each project will have a different way of being progressed; the artists will also be different.Plans for the wider areaSchemes have been planned in a programme to ensure deliverability. This has been the focus of work in the past few months; the experience of the team at Eden has been very helpful. Plans for the A391 ‘Garden route’ include:* 6000 sq m of wildflowers to be planted this autumn working with the National Wildflower Centre and Pictorial Meadows (University of Sheffield). On Saturday, 150sq m of wildflowers were sowed at Trethurgy and Holmbush. This is an annual meadow which was low cost to implement. It will only last for 1 year.
* There is an aspiration to include sculptural features along the verges such as a wave of china clay which is revealed when the vegetation has died down.
* Planting scheme for roundabouts based on the silver birch which are already on the ASDA roundabout and Britannia roundabout. Underplanting would include hardy herbaceous shrubs and low maintenance plants which reflect the China Clay hinterland. Detailed plans are needed for all roundabouts; a package is being designed for approval by Cormac/ Cornwall Council. ASDA roundabout has not been included as a result of discussions with the Town Council. Mevagissey roundabout could include planters with single trees and also art work from Jenny Beavan art work.
* Mount Charles roundabout – this will be landscaped with rocks etc. Verge will have the anchor and additional autumn colour trees and also a ceramic installation. This will be a key project which will need a lot of forward publicity so that there is not a negative reaction to the scheme.
* Pinetum – Chang Li supportive of this scheme and will maintain it. It is hoped that this will be open to the public to use.
* Railway station – gateway to the town. There are quite a few stakeholders who need to be involved. Space can be transformed with planters, art work, banners, mosaics. Discussion about this is needed with CC highways and it will need additional funding. This could be a theme that could stretch to the stations in the China Clay country.
* Sandy Hill/ALDI junction – this could be improved for pedestrians by interesting landscaping design.

Clay ConnectionsThe aim of Clay Connections is to reflect the wider landscape in St Austell town and strengthen links with the Clay Country, for example, through way marking and trails which will help connect these together. D Cole asked if parishes in the China Clay area could be listed as potential partners.Brickfields is an experimental brick project, hopefully based in Blackpool pit. Working with community groups, bricks will be fired there and the bricks which are made will be made to build things. There will be linked interpretation in community venues such as Trewoon village hall for film screenings. This will attract professional and student artists.Linear park – the aim of this project is to increase community engagement with the park and ideas are being discussed. Community events are a useful way of sharing knowledge and encouraging engagement. Artists will be commissioned for community arts projects based in the park.Ceramics in the digital age - Working with the young people of St Austell will be key to the future success of the Whitegold initiative, supporting skills development and retaining home grown creativity. This project is therefore about bringing together ceramics with digital technologies to create new mixed realities and material and place. The project also hopes to reconcile the overall challenge of Whitegold in a project about the field of ceramics but having little access to traditional interior exhibition spaces to show studio ceramics.Whitegold Festival – This was expanded last year to include more of the town, particularly Fore Street, and music/ dance. This year continues the development of the festival with the aim to celebrate clay including music and dance. Activities will include:* Jim Causely
* Wheal Martyn schools project
* Market and workshops – build relationships with artists to help build future commissions.
* Clay oven is available to work with food at the festival.

Garden FestivalThis too will be expanded from last year. The aim at both festivals is to showcase the wider work of SABEF and promote both festivals. Activities will include:* Stalls from local gardens, local growers and horticultural societies
* Music.
* Pop up theatres from Kneehigh; aim to move people through the town.
* Suitcases planted by schools; 40 have been sent out and there will be a display in White River Place.

Education – working with all levels of education to help with the legacy of the project. The aims are:* To provide different groups of people with a knowledge needed to develop a sense of responsibility towards their environment and their cultural heritage.
* To make use of this knowledge and/or skills to preserve, conserve and enhance their environment in a sustainable manner for the benefit of present and future generations.

Whitegold International Ceramic Prize – The aim is to attract artists from around the world who work on the theme of ‘place’. 8 will be shortlisted to come to Whitegold Festival in September. The short list will come from a submission of a statement of intent for a new project. The jury includes * Jenny Beavan - International Ceramic Artist,
* Steve Dixon - Professor of Contemporary Crafts at Manchester School of Art,
* Dr Wendy Gers - Independent Curator, Director of Ceramics Residency &
* Research Associate, University of Johannesburg,
* John Hodkin - Manager Director of Eco-Bos,
* Ashley Shopland, UK Platform Business Unit General Manager, IMERYS Minerals,
* Dr Katie Bunnell - Co-Curator Whitegold

Next years prize will have the theme of “conviviality” and will celebrate the use of ceramics for hospitality.Directors were asked to feedback on these proposals to Nikki Hotchin via email following this meeting; the presentation will be circulated. D Cole asked for an explanation about the extent to which the schemes go into the Clay area. He stressed the need to use appropriate terms; Clay villages need to be referred to as villages in Clay Country, and the term ‘Clays’ should not be used.J Staughton thanked the team. At the next meeting, the schemes will be costed and Directors will be asked to sign off the projects in July. The details may change after that as a result of tender processes, permissions etc. There is still a lot of work to do; focus has been on projects which can be delivered this year and also on Ceramics projects as these have a longer lead in time. Some projects will be beyond the project budget and will hopefully attract extra funding. Each project will have its own budget and plans which can be influenced by Directors.A Chapman reported that a funding report had to be submitted last week to the Ministry of Housing, Communities and Local Government. Management accounts were circulated; this doesn’t include in-kind contribution of £200,000 from Cornwall Council. | A MurdinAllMH |
| 5. | **Financial report**I Chalmers reported that the total funds at 22nd May amount to £61,951.Of this amount, £15,104 represents Coastal Communities monies and is now kept in a separate bank account.The remaining £46,847 is allocated between:Website £210General admin. £45,595Whitegold/Garden £1,042The General admin monies include our Cornwall Council funding monies of £40,000.July meeting will sign off the budget for CCF. |  |
| 6. | **Green and Whitegold**After today, the masterplan will be sent out to this stakeholder group for comment. | HN |
| 7. | **CC funding**No update – funding is not yet committed. |  |
| 8. | **Any other business**J Staughton asked everyone to help share key messages after every meeting. The key messages from today are:* To share about the Garden Festival and the International Ceramic Prize.
 | All |
| 9. | **Dates for future meetings – 9.30 a.m.**24th July25th September27th Nov |  |