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**SABEF Executive Directors Meeting**

**23rd January 2019**

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| **Present (D = Director)** |  |
| James Staughton (D) | St Austell Brewery (Chair) |
| Sally-Ann Saunders (D) | China Clay parishes  |
| Ashley Shopland (D) | IMERYS |
| Jacky Swain (D) | CEG |
| Ian Chalmers (D) | Phillips Frith |
| Peter Moody (D) | St Austell Printing Company (Vice Chair) |
| Dan James (D) | Eden Project |
| Malcolm Brown (D) | St Austell Town Council |
| Tom French (D) | Cornwall Councillor – St Austell Bay division |
| Tristan Netherton | Chamber of Commerce |
| Chris Taylor | Cornwall College |
| John Hodkin | IMERYS/ Eco-bos |
| James Mustoe | For Steve Double MP |
| Robin Andrew | Cornwall Council |
| Charlotte Bond | Kneehigh |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| For Item 1: |  |
| Dr Stewart Smith | St Austell Healthcare |
| For Item 2: |  |
| Mike Hawes | MeiLoci |

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| **Apologies** |
| Tony Nethercott (D) | St Blaise Town Council |
| Dick Cole (D) | LAG/ Cornwall Councillor – St Enoder division |
| Anne Chapman (D) | Market House |
| Jordan Rowse (D) | Cornwall Councillor – Par and St Blazey Gate division |
| Richard Pears | Chamber of Commerce |
| Nikki Hotchin | St Austell Market House/ SABEF project manager |
| 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. | **St Austell Healthcare**Dr Stewart Smith outlined the background to the creation of St Austell Healthcare. In 2014, Polkyth Surgery went into administration leaving 11,000 patients with no doctor. Three remaining surgeries came together to form St Austell Healthcare which is a much more sustainable business; it has 110 staff, one of the larger employers locally and a good career structure as well. St Austell Healthcare has received awards and was recently cited in a national publication as an example of a GP practice which is innovative and sustainable. GPs have patients who present health issues often related to lifestyle and social problems; health inequalities are very prevalent and having a job leads people to have better health. Social prescribing involves helping patients to improve their health, wellbeing and social welfare by connecting them to community services. It started with mapping opportunities in St Austell and there is a wealth of organisations in the area. People are referred to projects by navigators. Different levels of physical activity are prescribed, as well as training which can lead to employment. There is a waiting list for social prescribing and this is the leading scheme in Cornwall. In setting up this scheme, best practice has been reviewed from other places. In Frome, there is a website directory on a town website. People in the community are trained using this directory; 2000 people are trained – each has on average 20 conversations about this a year with 40,000 contacts. Could the SABEF website host something similar to this? It would cost £4-5000 to set up and £4-5000 running costs. P Moody reported that the website is a bit behind as the programmer has changed companies. The team are planning to move forward on this which will include a shop front in the Market House. Discussions with St Austell Healthcare will take place.D James congratulated St Austell Healthcare on being a national leader; social prescribing can be life changing. Loneliness and isolation is a big problem and the Naturally Active theme of the SABEF strategy could help with this. Eden has a lunch club which has a waiting list. A Shopland commented that IMERYS has 4000 pensioners in the area and there are social activities for them but this could be more joined up. D James commented that getting people to lunch clubs is a significant problem.I Chalmers asked if GP practices under threat nationally? Dr Smith replied that there has been a 15% increase in demand and national decline in number of GPs. This requires a different business model; large scale GP practice can’t deliver the same level of personal services as before but things have to change. It was clarified that the area of St Austell Healthcare is mainly St Austell but does extend to Tywardreath/Foxhole; Clay village have a different practice but there is willingness to work together. D Pooley said that the Town Council was very happy for parks to be used for social prescribing activities and that the Town Council has a start of a database which can be shared. The next area for social prescribing will be arts and culture; the Arts Council are keen to support this approach. It was noted that Sarah Newton is the Minister for Health and Well Being and is from Cornwall (Truro Constituency). | PM |
| 2. | **Notes of the last meeting** These were agreed. Matters arising were:* N Hotchin is representing SABEF on the Town Heritage Strategic Group.
* M Brown reported that the Code of Conduct document is with Simon Mansell and needs finalising; it doesn’t need to be reported again.
* R Andrew asked for a report at each meeting about the CC funding; it was agreed that this would be a separate agenda item.
* A letter of support has gone for West Carclaze. J Hodkin reported that St Austell Town Council and Treverbyn Parish Council have also been supportive. Planning permission is expected by end of Feb but shrub surveys are taking place now.
* Adult Ed service leaflet is not yet available to circulate
* A letter of support for the A30 link road can now be sent; the planning application went live in early Jan.
 | HNJS |
| 3. | **Chairman’s announcements**J Staughton commented that Unit 6 in the Market House has been leased to act as an information hub to share information about the Coastal Communities Fund project. A public event will be held to promote this.At the next meeting there will be a report of usage of the website; it is recognised that more needs to be done to update it; there will be a refresh at the end of March which will include details of the CCF project. | PM |
| 4. | **SABEF Coastal Communities Fund**Project team has spent a lot on time on advertising job roles and interviewing. There is a formal proposal for these roles today. Project highlight report was circulated. It was agreed that this report is useful and should be circulated with spend report and possibly a risk register. D Pooley has agreed to help with governance issues. Funding claims have been requested but not yet received. R Andrew agreed to chase thisD James reported on the Wildflower corridor – there are two strands to this work – on new road and existing road. Ongoing maintenance on the existing road is a discussion which is ongoing as part of this project. J Staughton outlined that the masterplan is the key to this project. It is important to plan the interventions in order to make this sustainable. SABEF needs to establish a track record in delivery and this is the start of a longer term plan. M Hawes and Meiloci have been commissioned to develop this masterplan in its first phase.M Hawes outlined the work carried out since the last meeting (presentation attached). The Masterplan needs to outline the opportunity for greening and sculptures to improve the town; this is a unique opportunity and the manner in which interventions are done is important.M Hawes felt that it was important to understand the various characteristics of St Austell; spend of money needs to be focussed. The work done to date identified the structure of St Austell, to understand the space, and movement of people, assets etc. Also the opportunities need to be identified. A hierarchy of the value of the space has been created based on visual impact and whether people can engage with it. Roundabouts are difficult because they restrict interaction. The railway is also important as a gateway to the town. The artwork installed needs to tell a story and draw people in. Smaller schemes will engage local people. Entrances to some of the greenspaces could be enhanced e.g. Linear Park.The masterplan has identified routes for vehicles and people to encourage movement from east to west, connecting residents to the town centre. A hierarchy of places has also been developed including link places, gateways, focal points. Curators will focus on ideas for these areas and quick wins. It was stressed that although no places in the hinterland are yet identified, this is starting a process which will spread. Wheal Eliza is a possible location for use and community engagement/ community planting. The principle is to identify spaces which will have a beneficial impact to the area e.g. Tesco/ Holmbush area. The types of interventions will vary from site to site. The town of St Austell will be a focus but there must be a link to the surrounding the areas. The town centre strategy proposes enhancing the edges to promote the assets within the town. Trails will also be developed using small sculptures, walls, mosaics and larger sculptures. Community consultation and engagement with stakeholders is the next step. Kneehigh invited to attend so that we can work more closely with them. Trails can be interpreted by other cultural mediums e.g story telling which have been developed by Kneehigh elsewhere. C Bond commented that this mapping of the area and seeing the resources of the area is very useful. The masterplanning process will help joint working. J Mustoe welcomed the masterplan which fits with aspirations to join up trails from Eden to Pentewan. Next steps to work with the curators for more detailed plans. There needs to be a focus on deliverability. R Andrew commented that is was important to work with the local highways team. H Nicholson will provide contacts. Eco-bos has been working with CC highways on an alternative approaches and can help with contacts.M Brown commented that it was good to see that the strategy isn’t just town centre focussed. Community consultation is important – who and in what order needs to be set out. Town council and Cornwall Councillors need to be informed early. There is also a need to manage expectations; consultation will be about plans, rather than asking for ideas because of the relatively tight timescale for delivery.M Hawes will be attending a town council meeting in March. M Brown also suggested coming to the Community Network Panel. There will also be community consultations which are creative so that people are involved in the smaller interventions e.g. making tiles. Larger interventions are also important to show impact. It was also noted that the High Street Future Fund is open for applications; it was agreed that a bid linking to the masterplan would be supported.J Staughton outlined the proposed roles: £87000 is the overall budget (2.5 FTE at £35k per year). There were 5 applicants and the interview panel felt that all those that applied had a value. It was decided to split the Project Manager role between N Hotchin and N Andersen. The Garden Curator role was also split between D Hawkes who is a Chelsea Flower Show winner and D Pearson who has been working at Eden. A Murdin is proposed as the Ceramics curator. There has been a reapportionment of money between the 5 roles but it is within budget. J Staughton commented that this would be a great team but at this stage no contracts have been offered; terms have been agreed and there is a proposed contract (previously circulated) – this was provided by the personnel department at St Austell Brewery. D Pooley queried the self employed status; Directors need to be careful about presentation of budgets, and reports as they are contractors, not staff. The Pensions Regulator will also scrutinise use of self-employment to avoid pension contributions. It was suggested that the self-employment status should be kept under review. J Staughton confirmed that all the people being proposed have other employment elsewhere at the moment. I Chalmers endorsed the contract but commented that the contract needs to reflect the actual employment practice. It was queried if the Project Manager role could be achieved on a part time basis. Having split the role, it was felt that this was manageable at the moment.The Board endorsed the 5 roles and proposed contractors; the contract was also agreed.J Staughton also referred to the proposal to offer MeiLoci £20,000 for 2 years to oversee the implementation of the masterplan – procurement rules require a quote and support of the Exec. Other tenders haven’t been sought; MeiLoci have fulfilled the previous contract and their work has been endorsed. A quote for £20k has been submitted; if more work is needed it would need an additional quote. A Shopland commented that this is very good value. The Board endorsed the contract fee of £20,000 to MeiLoci for masterplan consultancy services over 2 years. A project budget was circulated; R Hurst queried how much of the budget is for overheads such as salaries and how much is for projects; the success of the project will be judged on the projects which will be seen. P Moody confirmed that approximately 20% is budgeted for people – the rest is for projects.  | DP/NHRAHN |
| 5. | **Financial report**I Chalmers gave a financial report. Balance in the bank is £51,278 – no monies from CCF yet received. This is allocated: website £8400; whitegold £5900; balance £37000. A separate bank account is planned for CCF and Philips Frith will provide book keeping and budget monitoring services so that their role as external auditor is straightforward and ensures that fiscal responsibilities are met. This will also keep costs to a minimum. |  |
| 6. | **Green and Whitegold**Dates for the festival in 2019 are:22 June – Garden Festival21 Sept – Whitegold FestivalA Murdin reported that a project for Biddicks Court is being developed – 10,000 tiles on Mustaf Jacks wall. Each tile is made up of symbols of St Austell – chosen by community; made by the community. Together the picture is of a Cornish Bee. ‘The Hive’ will be set up over Easter in White River Place and it will be completed by August in time for the Whitegold Festival. The budget for Biddicks Court comes from Nationwide Print (Local business), Arts Council and BID funding. This is the type of model to follow for other projects. A Shopland commented that the China clay for tiles must come from this area and IMERYS would contribute the clay. J Staughton thanked A Shopland for his offer.Other projects will aim to integrated artwork and planting schemes. Project ideas are being developed with Kneehigh, British Ceramic Biennial (Stoke) and other artists are being contacted. Initial plans from curators will be presented to SABEF exec in March.  |  |
| 13. | **Dates for future meetings – 9.30 a.m.**26th March (St Austell Print)22nd may24th July25th September27th Nov |  |