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**SABEF Executive Directors Meeting**

**26th March 2019**

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| **Present (D = Director)** |  |
| James Staughton (D) | St Austell Brewery (Chair) |
| Ashley Shopland (D) | IMERYS |
| 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 |
| Anne Chapman (D) | Market House |
| Jordan Rowse (D) | Cornwall Councillor – Par and St Blazey Gate division |
| Richard Hurst | White River Place and St Austell BID |
| Tristan Netherton | Chamber of Commerce |
| James Mustoe | For Steve Double MP |
| Robin Andrew | Cornwall Council |
| Nikki Hotchin | St Austell Market House/ SABEF project manager |
| David Pooley | St Austell Town Council Clerk |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
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| For Item 1: | Mike Ville, HiYield |
| For Item 2: | Jon Rolls, Real Ideas Organisation |
| For Item 5: | Mike Hawes, MeiLoci |
|  | Alex Murdin, Ceramic Curator |

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| **Apologies** |
| Tom French (D) | Cornwall Councillor – St Austell Bay division |
| Tony Nethercott (D) | St Blaise Town Council |
| Dick Cole (D) | LAG/ Cornwall Councillor – St Enoder division |
| Sally-Ann Saunders (D) | China Clay parishes  |
| Jacky Swain (D) | CEG |
| Richard Pears | Chamber of Commerce |
| Chris Taylor | Cornwall College |
| John Hodkin | IMERYS/ Eco-bos |
| 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. | **Update on Website**P Moody introduced Mat Ville from HiYield who have taken over the running of the website. A website renewal process has taken place. The aim is still to create an engaging and self-sustaining website to showcase the area. There has been a process to repurpose current content to make it more user friendly and integrate the Thinkingplace design. This process has included:* Discovery – key stakeholders attended a workshop. The focus is on the end user. The result is a new navigation structure based on the likely user groups.
* Design – Ex-employee of Gendall Design was brought in to modify the design, using the Thinkingplace brand identity.
* Technical build – there has been an emphasis on reusing as much information as possible. It will be mobile focussed and there will be more landing pages to improve performance. Paid for listings will also be possible and a visitor area is going to be added. More content is needed in the business area.

The new website was demonstrated. Current traffic to the existing site is 400-500 unique users per month; the aim would be to get 3000 per month. The current website also doesn’t feature on search engines – to improve this would require an investment in marketing. Links to other websites will help with ratings and SABEF directors were asked to help facilitate this.A Chapman asked if the Coastal Communities logo could be included and if this website would be used for the promotion of the Garden Festival and Whitegold festival. It could be used for the Garden Festival and the Whitegold Festival could be added or linked.It was asked how this would be kept up to date. There is a central email address and social media is used as a source. There is also a contact area. The website will continue to evolve as a result of feedback from end users.It was queried if there is still enough funding for this project? P Moody confirmed that there is still grant money available and it is hoped to start creating an income stream within 6 months.J Staughton commented that there should be a stronger link to the green and ceramic vision; the branding and toolkit must be easily available.  | MVPM |
| 2. | **Future High Street Fund**H Nicholson and J Rolls gave a presentation on the Expression of Interest submitted for St Austell town centre to the Future High Street Fund (attached). The process for applying for this funding through Cornwall Council was announced after the last SABEF meeting. An Expression of Interest was submitted by Community Link Officers in the main towns in Cornwall; St Austell came second and following lobbying by Steve Double MP and Cornwall Council leader Adam Paynter, four towns were able to submit applications to the Ministry of Communities, Housing and Local Government. The application focussed on Old Vicarage Place (OVP); Mayor Gary King developed the initial idea which has been further developed by Deputy Mayor Tim Styles, Jon Rolls (RIO) and Matthew Thomson (Cornwall Food Foundation). Discussion points:* Will OVP be purchased? The aim is for OVP to be owned long term by a social enterprise and part of the funding will set this up. However, it would be helpful if OVP was purchased and ‘held’ by Cornwall Council until this is ready and plans are further developed.
* It was suggested that the Cornwall Council Investment Programme could support this. M Brown commented that, at present, St Austell is not receiving any investment from this fund as housing options are proving difficult to identify. However, commercial investment may be possible and Cornwall Councillors could support this. R Andrew commented that the Investment programme process requires a business case and this is not available at the moment. It was agreed to write to Julian German to request Cornwall Council intervention.
* M Brown commented that he supported this vision of the town centre incorporating community and social enterprise. A Chapman agreed and requested that the presentation of the vision to other groups should use the St Austell branding.

It was felt that there is good synergy with this project and SABEF plans. There was discussion about the most appropriate way to take this forward. H Nicholson reported that Cornwall Council is looking to have follow-up meetings in the towns; there are also aspects of the application which can be taken forward through other funding routes. J Rolls commended that it is also important that this initiative is community-led and therefore the process is likely to evolve. It was agreed to include an update on the agenda of the next SABEF meeting. R Andrew commented that it was important that the Market House is linked in and ready for the next funding round for heritage led regeneration. There is also an initiative to reintroduce spaces for entertainment in town centres – like the Plen-an-gwry (playing/performance place) areas. Truro is considering this. | JSHN |
| 3. | **Notes and actions of the last meeting 23 January 2019**R Hurst was present at the last meeting – the notes will be amended.J Staughton reported that discussions with St Austell Healthcare on-going with respect to the website, and thanked D Pooley for his help with governance. | HN |
| 4. | **Chairman’s announcements**J Staughton stressed the importance for support for A30 link; to date there has been poor representation of support. A link to the planning application will be circulated.J Swain provided the following updates:* Wheal Martyn has expanded its social prescribing provision to include Arts and Craft sessions
* Jackie is now Chair of Board for the Cornwall Chamber of Commerce
* Tristan Netherton is the new Chair for the St Austell Chamber.

Congratulations were expressed to J Swain and T Netherton.J Staughton reported that he has been approached by Wendy Earle about the creation of a new group - Friends of St Austell station. It was agreed that SABEF could become a friend if there was not monetary requirement and that a letter of support could be sent.J Staughton also reported that St Austell Brewery was hosting a visit from Prince Charles on 5th April. As part of this event, a tree will be presented to the Prince Charles, and a duplicate will be planted in the town centre. The aim of this is to have a return visit to the town centre in 2-3 years. | HNJS |
| 5. | **SABEF Coastal Communities Fund**Project highlight ReportN Hotchin referred to the Highlight report (to be circulated with the notes). Key achievements have been:

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| Recruitment - Ceramic/Greening Curators/Project Manager/PR/Events and Greening Support resources - Approved at SABEF Exec Board 23.01.19 |
| Masterplan Phase 1 Draft - Complete - Approved at SABEF Exec 23.01.19 |
| Website - Design/Technical build/Content - Progress presented to SABEF Exec today |
| Design/Plans - Draft high-level plans - complete. Rollout and Presentations made to; CoC/Town Council/Community Network Panel. Links made with stakeholders/partner organisations to progress and discuss. E.g. Kneehigh/TC/CC/WRP. Highways Links made to progress planning permissions and to establish constraints with regards to roundabout planting. |
| Ceramic Curators/Experts/PMgrs commissioned to progress Whitegold/Ceramics Prize/Clay Exchange |
| Whitegold Activities - THS Parasite Training Days (Creative Front) and The Hive workshop event fully supported by the team |
| Masterplan Phase 1 roll out - complete |
| Garden Festival kick off meeting complete with actions underway to progress and community engagement commenced |
| Engagement activities with the wider community commenced/working with Cornwall VSF/Town Council/CC/schools & Colleges etc...  |
| GWG meeting held - 27.02.19 |
| Project team mobilised and tasks/actions underway |
| Review of GDPR compliance taken place and updated where appropriate |
| Governance processes agreed |

Next period key activities are:

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| Wider community activities/workshops/roadshows to commence |
| A391/A390 "as built" Drawings to be obtained/Planning permission expectations to be explored/links with Cormac Street Works/Cormac Estimating/Highways to be made |
| Master plans to be prioritised.  |
| Detailed plans to be finalised |
| Wildflower Consultation to take place - April 3rd by Pictorial Meadows |
| Timelines/Activities/Tasks/Milestones to be worked up - GANTT in progress |
| Garden Festival/Whitegold Festival plans to be progressed/Promotional activities to be complete. |
| Contractor tender process to commence/ITT for garden projects (where applicable)/Cormac accredited contractors list to be explored. |
| Ceramic Artist briefs to be complete |
| Explore university study of the project re: evaluation/outcomes/impact |

Pictorial Meadows are wildflower consultants who worked on the Olympic park. Discussions with Highways are taking place.It was highlighted that costs and priority sites would be presented at the next meeting.M Brown commented that the presentation to the Town Council went well the previous night. In an agenda item later on, governance arrangements were agreed by the Town Council linked to relevant permissions for sites. There has also been a presentation to the Chamber of Commerce.Update on MasterplanM Hawes gave an update on the implementation of the Masterplan agreed at the last meeting. The approach has been to produce a rational overview, a masterplan, of the project in order to determine the most effective strategy for the next 2 years and beyond. The focus will then be on priority projects such as the highways and transport infrastructure, to deliver achievable, high impact projects. It is proposed to use the Town Centre as the initial focus for community engagement and to deliver the first series of artworks and landscapes in line with the ‘Story of St Austell’. It is important to connect this project to the wider area; this will take place by drawing upon the stories and great value of the hinterland; the villages, industries and landscapes, to influence the Artworks and Garden landscapes.The main elements of the project are:* The ‘Strategy’. Establish locations, reasons and routes. Where are issues that need fixing and where can we establish spaces and elements which are physically and visually accessible to ensure they can be appreciated and enjoyed.
* The ‘Story’. The history and culture of St Austell and the surrounding landscape, towns and villages forms a brief on which the project can be built. Links with Kneehigh are being made to help tell this story.
* The ‘Canvas’. Through the creation of new, visually and physically, accessible spaces and the enhancement of the existing green infrastructure of St Austell with contextually relevant landscape elements.
* The ‘Art’. St Austell and its Hinterland have a diverse, rich and exciting heritage which will form the basis for art, sculpture, interpretation and way marking.
* The ‘Legacy’. The overarching aim is that our work is only the start of a bigger strategy of growth and development through culture, art and greening. This long-lasting legacy can be facilitated through community involvement both during and after the core Green and Whitegold Project. Developed for St Austell by St Austell.

Illustrated examples were given of potential priority projects including gateways and verges. The planting scheme being proposed would create repeated planting schemes along the A390 to give a strong identity along the road infrastructure. Silver birches are already used in some locations; this creates a strong visual language linked to the white of the china clay. Perennial wildflower mixes will also be used. Landscaping and art installations will be integrated in different scales; Pinetum site and Mount Charles roundabout are potential sites for creating landform which reflects the china clay landscape.A Murdin provided an update on the ceramic programme:* Clay Town – sites are being identified and prioritised. Proposals for artwork are being explored. Project already underway are the bee mosaic for Biddicks Court and ceramic signs which have been installed on Tengo, working with the Townscape Heritage Scheme.
* Clay Gardens – research is being undertaken to identify proposals for artwork which can be functional or just aesthetic. The aim is for artists and landscape design to work together.
* Clay connections – this will create links with Stoke and other artists from elsewhere. It includes a Ceramic prize and also Brickworks. This is a project for the community to make bricks and create a building; Stoke has a similar project and this will be a collaboration.
* Clay People - this is about working with the community locally. Community involvement is a theme throughout the project and the proposals coming forward. The Hive has opened for people to make tiles for the mosaic in Biddicks Court based on the Cornish black bee. Volunteers are needed to help run this as it has been busy. A skills workshop is taking place this afternoon for students and local ceramicists about making ceramic signs and other opportunities for making buildings into works of art using ceramics. This is led by Parasite who made the signs at Tengo.

A Murdin also highlighted the availability of a kiln from Falmouth university who no longer need it. This could be located in Wheal Martyn or Eden. J Staughton commented that there was work carried out with Cornwall College about establishing higher or further education courses at St Austell College. This was done with previous officers and should be explored again. A Murdin reported that a meeting with Plymouth University is being planned.A Chapman commented that artwork has been appearing in St Austell by “Stanksee” and this should be encouraged.R Andrew commented that a brick clamp had been found in Sticker when the road was built – details were requested. Financial updateA Chapman provided a financial update (appended) for Dec 18 to end of Feb 2019. The adjusted budget was necessary because of the delayed start date; it is likely to be adjusted again once master-planning and priority sites have been identified. A Chapman will submit a financial claim for quarter 1 (2019/20). | NHRAAC |
| 5 | **Update on CC funding**J Staughton reported that no funding has been spent as this is waiting until priorities are agreed for CCF funding. |  |
| 6 | **Green and Whitegold Group**The notes of the last meeting were circulated with the agenda papers.A Shopland commented that Imerys were approached by the Lord Lieutenant for a suitable anniversary that could be included in a Royal visit in the future. It was suggested that the 275th anniversary of the first production in china clay would be suitable, however the date is to be confirmed.  |  |
| 5 | **Financial report**I Chalmers has requested a separate bank account for the CCF project which is still pending. Monies in the bank amount to:Grant monies unspent - £33,098SABEF monies - £47,956The SABEF monies are allocated between:Website £4,138General admin. £40,372Clay/garden £3,446 |  |
| 6. | **Dates for future meetings – 9.30 a.m. at St Austell Brewery Conference Centre:**22nd May24th July25th September27th Nov |  |
| 7. | **AONB**A Shopland reported that the West Carclaze planning application has not yet been agreed. Vegetation clearance has resulted in opposition on social media.Tour of Britain 2020 will be coming through St Austell and finishing at Eden. This is an opportunity to show off the wildflower planting. There is an aspiration to have local events along the route. |  |

