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**Project Team Meeting**

**20th June 2017**

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| **Present** |  |
| James Staughton | St Austell Brewery (Chair) |
| Jackie Swain | CEG |
| Peter Moody | St Austell Printing Company |
| Ian Chalmers | Phillips Frith |
| John Kneller | Market House/ St Austell BID |
| Mark Lewis | Chamber of Commerce |
| Richard Pears | Chamber of Commerce |
| Tamsin Chapman | St Blazey Town Team |
| Raoul Humphreys | Cornwall College |
| Piers Thompson | St Austell Brewery |
| Sally-Ann Saunders | Cornwall Councillor – Bugle division |
| Dan James | Eden Project |
| Tom French | Cornwall Councillor – St Austell Bay division |
| James Mustoe | For Steve Double MP |
| Malcolm Brown | St Austell Town Council |
| Alex Murdin | Consultant (for agenda item 4) |
| Robin Andrew | Cornwall Council |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| David Chadwick | China Clay Community Link Officer, Cornwall Council |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |

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| **Apologies** |
| Dave Halton | Chamber of Commerce |
| John Hodkin | IMERYS/ Eco-bos |
| Len Smith | Cornwall Council |
| Dick Cole | LAG/ Cornwall Councillor – St Enoder division |

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| 1. | **Welcome**J Staughton welcomed those new to the meeting. |  |
| 2. | **Chairman’s Announcements**J Staughton outlined the aims of SABEF for new members. SABEF is a private/public sector partnership with private sector in the majority. It is a CIC and a forum which aims to act as an economic development facilitator for St Austell and the wider area. Job creation and general economic projects are the priority. It also has some particular projects which it leads – these are on the agenda.Appointment of the Directors: Cornwall Council representation is still to be confirmed – three representatives are to be confirmed (one from each Community Network). Raoul Humphreys is attending to replace Sally Foard from Cornwall College. Dave Halton has resigned and Mark Lewis is proposed as the Chamber representative. Raoul Humphreys and Mark Lewis proposed as Directors by J Staughton. Seconded by I ChalmersAll in favour.It was also proposed to appoint Anne Chapman as a Director to represent the Market House. This appointment will increase the private sector representation. Anne Chapman proposed as a Director by J Staughton. Seconded by J Kneller.All in favour.J Staughton also confirmed that Fred Jackson has resignedI Chalmers will update Companies House.J Staughton signed a partnership agreement for SABEF to be a partner in the St Austell Townscape Heritage Scheme. This will hopefully attract £1 million from the Heritage Lottery Fund. I Chalmers and J Kneller are on the Steering Group. The bid was submitted on 1 June. | IC |
| 3.  | **Notes of the last meeting**H Nicholson has liaised with S Bunt and information about SABEF will be live soon. R Humphreys is very keen to have a more positive dialogue about community access to the Keay Theatre and St Austell College as a whole. This will be included as an item on the next agenda.A30 link road – J Staughton is in contact with Steve Double MP to help provide support if needed. Cllr Geoff Brown (New Transport portfolio holder for Cornwall Council) mentioned two priorities recently for his portfolio including A30 link road. J Staughton is to meet with Bob Egerton (new Economy portfolio holder for Cornwall Council). | RH |
| 4. | **Update on Project Claytown**A Murdin is supporting the Clay Town project, and the Whitegold festival. Ceramics and horticulture are two areas of strength for this locality which SABEF is taking forward.A Murdin outlined the work on Community Economic Plan funded by the Department of Communities and Local Government (DCLG) (see presentation). Additional work is being done for a risk assessment, timetable and resources. D James commented that this built on the previous work done by CDC for the Investment Plan and the community consultation has echoed this. R Humphrey commented that cultural development needs to be written in stories. Previously stories about St Austell are negative – this needs to be used to develop positive stories. How can it be translated? A Murdin reflected that the Whitegold festival was a very positive story built on the personal history of people and the clay industry; this can help develop a sense of pride in the area. M Brown reported that the Town Council had discussed this last night at its Planning Committee. Concerns were similar to the feedback from the workshops. M Brown asked for clarification about how this work had been developed. J Staughton confirmed that the work has been done by the Clay Town Project group. H Nicholson outlined the requirements of the grant funding which was to meet a deadline of 31st May. To meet this deadline, the draft report was approved by Clay Town group and consultation on the draft was carried out after that. Feedback from the consultation identified some areas needed to be improved. This is included in the draft sent to the Project group. It would be helpful for the Directors to approve this. D Chadwick felt that the consultation and engagement has been a very useful process. There is more work to be done but the DCLG deadline isn’t clear at the moment. It was agreed to delay approval of the final version until the next meeting but delegate to the Chair if needed for DCLG.The Claytown group has also been working on a joint approach to ‘greening’ the town centre. J Staughton extended an invitation to everyone to a ‘Horticultural event’ at St Austell Brewery on 26th June where Jane Knight (Eden Landscape architect) and Sir Tim Smit would be presenting the vision of a Green Town, linking with ceramics. All the main garden attractions locally will be represented. This is an ambitious vision to build the town as a destination. |  |
| 5. | **Partnership agreement with Cornwall Council/ Thinkingplace proposal**P Moody and J Staughton have been working hard with John Betty, Cornwall Council since late 2016. After months of lobbying, Cornwall Council have offered SABEF £75,000. L Smith was going to present the Partnership Agreement which needs to be agreed by the Directors; it was agreed that this will be done by e-mail. The funding is for three projects: £15,000 for the website; £20,000 for a project manager – this will be used to provide additional support on projects as needed; £40,000 for a place marketing approach to St Austell area using Thinkingplace. John Betty has previous experience with this company in Hull, Bath, Burnley which is very positive. Thinkingplace is not a design company; place development is their specialist role. They will pull together work previously done, and it will conclude the work on branding. The process may involve some duplication but it was felt to be a valuable offer which could develop a way forward. The process will involve 1-2-1 interviews; workshops; and focus groups, and online survey. Invitations have been sent out and support for the online survey will be needed. The process will give structure and a business plan which will be useful for making future funding bids. P Moody stressed that this will be a pilot for other towns in Cornwall. The track record of the company is to work in a wider area and references have been taken; these were positive. T French felt this will help develop a story of the area. M Lewis is enthusiastic to see this happen – having an outside opinion will be valuable. Branding has the potential for disagreement and this process will gather support behind the story. J Staughton proposed the following membership of a Steering Group for Thinkingplace: J Swain, P Moody, D James, J Kneller, T French, M Lewis, H Nicholson, J Staughton. This was agreed. This group will meet for three meetings. SABEF Directors will see the conclusion of the process at next meeting and participation is needed from everyone in the interviews and groups.J Staughton proposed approval of the Thinkingplace contract, subject to approval of the CC partnership agreement. This contract will create a place marketing approach, narrative, identity and implementation plan for the promotion and development of St Austell. This was agreed. | All |
| 6. | **Update on SABEF website**A demonstration of the website was given at the last meeting. It is a community based website which needs to be self financing. It is ambitious project and a soft launch is planned in a few weeks, and high profile launch in Sept. The website will be an online presence for SABEF reports and minutes as well as the community and business information. |  |
| 7. | **Finance Report**I Chalmers has reviewed the current and VAT status of the CIC. We will shortly have to pay Thinkingplace for their work and their bill will include VAT.Our CIC is not registered for VAT and cannot therefore reclaim this from HM Revenue & Customs. I Chalmers explained that it is not possible to register a company for VAT if it supplies no goods or services and that is currently the situation with the CIC (all income being in the form of grants).In future the situation will change as work is carried out and clients are charged by us (for website services as an example) and we will be able to register for VAT if this is thought to be in the interests of the CIC. The situation will therefore be kept under review.Currently there is £2500 for work linked to the Investment Plan. It was agreed to pay this to Anne Chapman for work done in autumn 2016.  | IC |
| 8. | **Any Other Business**R Andrew highlighted a funding bid by the Cornwall Sports Partnership to support physical activity in this area. The results are still not known but the Cornwall Sports Partnership aims to work with organisations in this area in the next few months. R Andrew suggested an update about this and STARR would be helpful at the next meeting.T Davies drew attention to the launch of Cornucopia, 27th June, 6 p.m. at Sams/ Cornucopia.J Kneller reported that the Market House has withdrawn its HLF based on feedback that this round was very competitive. HLF meeting has taken place and the bid will be resubmitted in the autumn.J Staughton thanked T Davies, D Chadwick and H Nicholson for their support with the work of SABEF. |  |