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**Project Team Meeting**

**5th September 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 |
| Anne Chapman | Market House |
| John Kneller | Market House and St Austell BID |
| Mark Lewis | Chamber of Commerce |
| Richard Pears | Chamber of Commerce |
| Raoul Humphreys | Cornwall College |
| Sally-Ann Saunders | China Clay parishes  |
| Dan James | Eden Project |
| Tom French | Cornwall Councillor – St Austell Bay division |
| James Mustoe | For Steve Double MP |
| Malcolm Brown | St Austell Town Council |
| John Till | Thinkingplace |
| Peter Anderson | Thinkingplace |
| John Hodkin | IMERYS/ Eco-bos |
| Ashley Shopland | IMERYS |
| Jordan Rowse | Cornwall Councillor – Par and St Blazey Gate division |
| Tony Nethercott | St Blaise Town Council |
| Dick Cole | LAG/ Cornwall Councillor – St Enoder division |
| Robin Andrew | Cornwall Council |
| Len Smith | Cornwall Council |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |

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| **Apologies** |
| Tamsin Chapman | St Blazey Town Team |
| 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. | **Welcome**J Staughton welcomed those new to the meeting. |  |
| 2. | **Creating a place and sustainable approach for place marketing of St Austell – Presentation by thinkingplace**The work thinkingplace has carried out has been overseen by a steering group. J Staughton thanked HN, TD and DC for their help with organising the administration and others for helping with the research through interviews and questionnaires.Thinkingplace usually works with places which are struggling a lot more than St Austell. SABEF is like things which have been sent up elsewhere as a result of the work of thinkingplace. Passion and enthusiasm of the people and the wealth of assets here is very good.St Austell in this work does not just refer to the town centre – its St Austell and its sphere of influence. The St Austell story influences the way the place develops and the experience of the place. To understand this story, there was a phase of evidence gathering including stakeholder engagement and an online survey. There was a good response to these and the results were presented on the slides (see presentation).The Town centre came up as being a negative asset but in the experience of thinkingplace most places have a problem with their town centre. Compared to many other places, the town centre is not disastrous; it is OK to look at. The main challenge is that perception is worse than the offer.In the online survey, the responses also reflect negativity about the town centre; it was not a place to promote and many felt was a challenge to the area.The outcome of the research was that St Austell is the place that people recognise rather than Clay country or St Austell Bay – those are relevant at appropriate times but St Austell is the best name for the wider area. The themes of the St Austell story are: * Naturally active - Attracting a younger generation; potential transformational projects; the clay continuum; sport assets
* Green horizons - Green; gardens; horticulture; green energy; Eden
* Igniting bright sparks - Business and commercial activity are essential and needs nurturing; role models for young people;
* Fresh green futures – This is the big idea and a statement of intent. SABEF is already working on this – it isn’t reinvention of the wheel. It is important to take risks and dare to dream. There is a need to make major changes.

New St Austell attitudes are also important. How this story is communicated is important. Words, photography are held together by the visual language. Visual language represents the story of the place or the TV/film show. It illustrates the story – its much more than a logo. Words describe the creative strategic direction which come from the evidence. The visual language illustrates these words and it supports different mediums such as photography or words. The proposed visual images were presented. At this stage this is only visual representation; design follows later. The visual representation needs to last for years. The visual representation includes photography which will illustrate the assets.Feedback:T French felt that this was very positive and the images are very exciting. D Cole commented that this work is about place. The St Austell brand will not be engaged with in the edges of the SABEF area e.g. in the north of the area. There is no mention of the industrial area in Victoria. J Till responded that Carluddon was mentioned in the research more than Victoria. There is a hierarchy of place which exists in communities. Somewhere has to be defined as ‘the hero’. The evidence is that St Austell is the hero.J Staughton commented that the area is varied and that is one of the challenges. The research suggests that St Austell is the place to get behind. Places can use the visual language as appropriate for their area. D Cole highlighted that the regeneration plan covered the whole area. St Austell is just the town which is not the whole area. The research reflected input from people mainly from St Austell so the story is not representative of the Clay area. M Lewis suggested that the visual language can be used without the place name e.g. the Eden website. Photography can used to reflect the emphasis of the place E.g. Mevagissey and the place pictures. It is also possible to use the graphics that reflect the area e.g. clay images for the Clay Country. The research also suggested potential actions to follow from this story – see slides.Next steps – thinkingplace will be producing a toolkit; photography library (10 days time); storybook – early OctThere is potential for additional work with thinking place (Stage 4). This would include a Launch of the visual imagery; establishing an ambassadors programme; developing a Place Board and Place Plan; ongoing support and a masterclass. This would be bespoke and designed to support the needs of the area. This is subject to additional funding. J Staughton outlined the intention is to try to seek the funding for Phase 4 from Cornwall Council. This is a pilot for Cornwall.D Cole asked if the storybook would be available for comment before it is finished? It will be signed off by the Steering group. D Cole also suggested that there are potential links here to a funding bid by Cornwall Sports Partnership which is currently being prepared. H Nicholson also commented that there are links to the A30 link road development – the infographic is being redone to reflect the new route. The words and graphics need to be updated to reflect this work. J Till commented that it was important to focus communication on the story and the key messages rather than the visual language. |  |
| 3. | **Cornwall College Group – update and priorities for the St Austell area – presentation by Raoul Humphreys**Cornwall College strategic intent is to ‘Make learning work’ and their vision is to be the ‘Career College for the South West’. The college has locations based on historic links to geographical communities and also based on regional specialisms such as marine and zoology. Cornwall College is the major provider of adult and apprentices in the south west. St Austell college is in the top 1% of providers of A-levels in the south west but it is under threat as the perception is that Truro College is a better provider of A-levels. Truro College has a new college close by. This is a free school in Bodmin offering A-levels and health/ social care courses. There is an agreement in place that they won’t duplicate engineering and construction for 5 years. There has been in an impact on intake for health/social care at Cornwall College, but not for A-levels so far. There have been challenges due to funding cuts for adult education but there have also been significant successes on a national basis. The challenges of this area include a high number of people without qualifications and areas of deprivation. There are opportunities with skilled trades. St Austell has challenges in provision of higher education due to the proximity of Plymouth. This is being addressed by focussing on specialisms with Eden – horticulture and event management. The aim is to expand this to 300 students from 100 students today. There is also an emphasis on re-starting education for young people to address a lack of qualifications and adult education.St Austell Campus refresh is being planned with funding applications for £3-4 million in preparation. T French asked if there was a shortage of skills in construction. R Humphreys agreed that this is an issue and the college is marketing courses through businesses and careers advice. J Staughton thanked R Humphreys and commented that this kind of presentation from partners in SABEF is very useful. It was suggested that A Shopland could do a presentation about IMERYS at the next meeting. | AS |
| 4. | **Chairman’s announcements**J Staughton referred to his correspondence about the Directors of SABEF and the structure of the sub-groups (attached). The proposed new Directors are:Sally Anne Saunders – China Clay parishesJordan Rowse – Par, St Blazey and Fowey Community NetworkTony Nethercott – St Blaise Town CouncilAshley Shopland – IMERYSTamsin chapman – St Blazey Town TeamThe other Cornwall Council representatives are:Tom French – St Austell and Mevagissey Community NetworkDick Cole – China Clay Community NetworkMalcolm Brown – St Austell Town CouncilOther changes proposed are:Dan James to chair the Claytown subgroupPeter Moody continues as chair of the website subgroups and also is Vice Chair of SABEF.James Staughton to chair a new subgroup for the Garden Town.There will be a small Project team of these people plus Anne Chapman who will meet informally and more frequently. The current Project team i.e. all the Directors, is known as the SABEF Executive Board and continues to meet quarterly.Officers in attendance are Rob Andrew; Len Smith; David Chadwick; Helen Nicholson; Tasha Davis (Cornwall Council) and James Mustoe for Steve Double MP.This was proposed by J Staughton and seconded by A Chapman. All voted in favour.D Cole expressed thanks for the widening of the membership and asked for the membership of the sub groups to reflect the wider area as well. Companies House will be updated with these details. | IC |
| 3.  | **Notes of the last meeting**Keay Theatre – there is focused dialogue between Cornwall College and Restormel Arts about this and feedback should be through R Humphreys.J Staughton reported that the partnership agreement with Cornwall Council is in place.Thinkingplace quote for Stage 4 is £21,450 + VAT – J Staughton proposed that funding is sought for this. This was agreed. |  |
| 4. | **Update on Project Claytown**D James gave an update. Whitegold festival on 30th Sept and support is needed for publicity. Emma Bridgewater is opening the festival at 11am and then a talk. D James to circulate a timetable.There have been discussions with T Daniel at Cornwall Council about coordinating cultural events across the area through a possible Cultural Partnership.  | DJ |
| 5. | **Update on St Austell Garden Town**Following have been proposed for the Garden Town working group from those that volunteered after the Horticultural event. * All four gardens – Tregothnan, Pinetum, Heligan and Eden. Caerhays would prefer not to be on the group but has already committed to being actively involved with a number of proposals of help
* St Austell BID
* St Austell Chamber of Commerce
* St Austell Town Council
* White River Place
* Cornwall Council
* St Austell traders
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| 6. | **Update on SABEF website**P Moody has put this on hold waiting for the results of the thinkingplace. J Staughton has offered his creative team ensure the graphics from thinkingplace are included. The aim is to launch the website and thinkingplace at the same time. The website needs to be a main conduit for the visual imaging story from thinkingplace. |  |
| 7. | **Communications**A Chapman outlined that there is a St Austell.co.uk website and there is no separate site for SABEF but there are some pages on staustell.co.uk. Websites are useful ways to gather emails but data sharing is not possible between websites. It was proposed to have a separate website for SABEF – sabef.co.uk. It was agreed – A Chapman to set this up. There will still be an introduction on the staustell.co.uk website. A Chapman also outlined an aspiration to have a virtual working group to share information on social media in the future.  | AC |
| 7. | **Finance Report**I Chalmers outlined that the first accounting year finished on 30 June. There is also a website account which has some money left. Money linked to the partnership agreement with CC has been received. Most is committed for thinkingplace and the website.Funding has also been received for Whitegold - £2500 St Austell Town Council; £2000 St Austell BID; £1000 FEAST.A full set of accounts will be presented at the next meeting. | IC |
| 8. | **Any Other Business**J Staughton highlighted correspondence about anti-social behaviour in the town centre which is one reason the Seven Stars licensees have given up their lease. J Staughton has written to wrote to St Austell Town Council, St Austell BID and Steve Double MP. Steve Double MP has replied:*Dear James,**Further to your recent email of 10 August I have now had a chance to meet with the acting chairman and manager of STAK to discuss the concerns you raised.**We had a frank discussion about the situation and I have been reassured by them that they are doing everything they reasonably can to control their clients. It was clear from speaking with them that most of the recent issues have been caused by transient visitors to St Austell rather than their core group of local clients.**STAK have been working closely with the Police to address a number of the issues we have had in the town over the summer. They have provided information to the Police that has directly resulted in four of the people who were causing problem being removed; two have been issued travel warrants and sent back to London, and two are now in custody.**They have said they will continue to work with the police in order to quickly deal with any problems that come up.**For the longer term STAK are looking at some options that would see them relocate to premises outside of the town centre. Whilst I generally support the work that STAK provide I have encouraged them that I think it would be a positive move for all concerned if they did move away from the town.**Thank you for passing this feedback on to me and please do let me know if I can be of further assistance with this or any other matter in the future.**Keep up the good work with SABEF!**Kind regards,****Steve Double****Member of Parliament for St Austell and Newquay*J Kneller reported that St Austell BID funds security guards which seems to be effective. There is also a Safer St Austell which is a partnership tackling this. H Nicholson reported that the wider St Austell area is a pilot area identified in a bid to Sport England for funding to reduce physical inactivity. 10 areas across England will be selected and Cornwall has been invited with 19 others to submit a second stage bid. There will be a visit to the area on 2 October and Sport England unusually don’t want to see projects but they want to meet local community representatives and local leaders to help determine the capacity for change. H Nicholson also reported that St Austell Bay Resilient Regeneration (STARR) has been successful in securing funding from ERDF for flood resilience in the White River and Sandy River catchments but there is still a funding gap for the whole project. It is likely that this will be phased.P Moody requested an update about the Trewhiddle Farm development and also about West Carclaze garden village.A Chapman and Beth Mayman attended a workshop for EU LAG funding. There could be £4 million available with priority for the areas with highest 30% of deprivation; the hinterland can also be included but the benefit must be to the people in the defined deprived areas. At present no projects are coming forward from the St Austell area.M Brown asked for SABEF support for Cllr Heyward and St Austell Town Council who are campaigning to prevent the railway bridge from being removed from the heritage listings. M Brown confirmed that no funding is being requested. It was agreed to send a letter of support. M Lewis confirmed that the Chamber was also supportive and that it would be good to see it come into use, not just kept. It was also reported that a Heritage Action Zone bid has been made by CC for this area and J Staughton gave in principle support to this application. L Smith outlined work on a Leader application for the Greening project – £40k from CC, £5k from Town Council (to be requested) and £2k in kind from local gardens e.g. Heligan, Pinetum etc. The funding would be for an area of the town to be enhanced as a pilot, a curatorial design for the whole area, whitegold, and garden festival. L Smith also outlined a possible funding opportunity through the second phase of a Cornwall Council led project called “Green infrastructure for Growth”. This is providing environmental improvements on Cornwall Council assets in 7 towns in west Cornwall. It was felt that St Austell should be part of this. A recent meeting took place between Wheal Martyn and the World Heritage Site team and there was agreement that there were opportunities to work more closely together. L Smith is helping facilitate this.J Staughton thanked Len Smith for the progress reported and his work to support SABEF. |  |