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**SABEF Executive Directors Meeting**

**24th January 2018**

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| **Present (D = Director)** |  |
| James Staughton (D) | St Austell Brewery (Chair) |
| Peter Moody (D) | St Austell Printing Company (Vice Chair) |
| Jacky Swain (D) | CEG |
| Ian Chalmers (D) | Phillips Frith |
| John Hodkin | IMERYS/ Eco-bos |
| John Kneller (D) | Market House and St Austell BID |
| Raoul Humphreys (D) | Cornwall College |
| Sally-Ann Saunders (D) | China Clay parishes  |
| James Mustoe | For Steve Double MP |
| Malcolm Brown (D) | St Austell Town Council |
| Ashley Shopland (D) | IMERYS |
| Anne Chapman (D) | Market House |
| Richard Pears | Chamber of Commerce |
| Jordan Rowse (D) | Cornwall Councillor – Par and St Blazey Gate division |
| Tony Nethercott (D) | St Blaise Town Council |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |
| For Agenda Item 1:John Marshall | Kingsley Real Estate |

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| **Apologies** |
| Dick Cole (D) | LAG/ Cornwall Councillor – St Enoder division |
| Mark Lewis (D) | Chamber of Commerce |
| Tom French (D) | Cornwall Councillor – St Austell Bay division |
| Dan James (D) | Eden Project |
| Robin Andrew | Cornwall Council |
| David Chadwick | China Clay Community Link Officer, Cornwall Council |
| Abe Simpson | Kingsley Real Estate |

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| 1. | **Update on Higher Trewhiddle development**J Marshall provided an update on the proposed development at Higher Trewiddle Farm. The scheme is mixed use development which is predominantly residential, with retail and foot retail. The original proposal included a hotel/ pub but this is likely to change to food retail. Delivery has been difficult to plan because of the mixed use nature of the site and the planning conditions which have deterred investors. However, negotiations are nearly complete for a developer for the residential properties and retail will follow after that. 2 food retailers are anticipated – one budget and one higher end. The unit size is 20,000 sq ft. Retail is 90,000 sq ft in 4 or 5 units. The residential development will start the road infrastructure which includes a new roundabout entrance on the A390. There is also S106 for improvements to the Edgcumbe Triangle. The aim is to start the roadworks in May/June 2018.  J Staughton asked if it would be possible to influence the planting on the scheme, including the roundabout. This links with the Garden Town initiative. J Marshall agreed that this was possible but that planting in the roundabout may not be possible. J Hodkin reported that negotiations with Highways about innovative highways planting were being frustrated. It was agreed that SABEF would seek to lobby about this. | JS |
| 2. | **IMERYS in the Modern World**A Shopland gave a presentation about the current operations of IMERYS in Cornwall (attached). J Staughton thanked A Shopland for the interesting presentation and felt that more information about IMERYS should be available in Wheal Martyn, and could also be included on the SABEF website. |  |
| 3. | **West Carclaze Garden Village**J Hodkin gave an update on the development of West Carclaze Garden Village (attached). J Staughton requested that the planting scheme links to the Garden Town initiative. T Davis asked about affordability; the development includes a range of properties to ensure affordability. A Chapman commented that the emphasis on governance is important and that it should include specifications; this is a model that works elsewhere and helps to guarantee the vision of the development for the future. M Brown reported that Cornwall Council has recently received a grant to help with the delivery of this development. |  |
| 4. | **Notes of the last meeting 7th November 2017**These were agreed.  |  |
| 5. | **Chairman’s announcements**The event for town and parish councils was successful and had good attendance. The Project team are working on an update of the Prospectus with the support of Kate Kavanagh; this will include updating the budget. J Staughton has also contacted Cornwall Council about the possibility of using S106 funds. Louise Wood, Head of Planning Policy, has responded and suggested that an overarching plan showing all the possible projects with some general information on what they are and cost estimates would be useful for planning officers to use. The Planning Service is also currently part of an European INTERREG project called PERFECT (Planning for Environment and Resource Efficiency in European Cities and Towns) the purpose of which is to raise awareness and promote the multiple benefits of Green Infrastructure through research and practical actions. St Austell could be a pilot for this.  |  |
| 6. | **Thinkingplace – St Austell Place Shaping Strategy**J Staughton circulated the latest version of the Storybook and the final version of the Toolkit and thanked everyone for their comments. The contributions have been encouraging as it shows the passion people have for the area. However it will be difficult to balance the different comments. The Storybook is not a document to market the area – the toolkit provides advice about how to use the graphics for marketing purposes and it is anticipated that different businesses/ projects will develop their own marketing information to promote themselves. St Austell BID and Cornwall College have already asked to use this and this has been agreed as long as no material is published before 1 March and that Sarah Perry from Thinkingplace approves material produced before production.  There will be a launch of the Storybook and Toolkit on 1 March at the Keay Theatre, Cornwall College but this will not include a launch of the Ambassador programme because there is a similar Thinkingplace programme being developed for Cornwall and the details of the Cornwall Ambassador programme have not been developed. J Staughton is the Chair of the Cornwall Place Board and will ensure that the proposals work together. The existing opportunities for networking between businesses in the area also need to be considered. J Rowse requested that information/photographs about Par Running Track and Par Docks should be included. The title page could also refer to “From Clay to Bay”. T Nethercott referred to the Roundhouse as a significant project in St Blazey – photos have been send to Thinkingplace. The Storybook is an outline and the list of potential projects to include was over 70 – it isn’t possible to include everything but there will be a photo library of images for people to use which is more extensive. The SABEF website can also promote these projects. R Humphreys commented that experience from Camborne/Pool/Redruth action zone was that it is the themes/ strategy which is what is most important going forward. Directors need to support the themes rather than the pictures. P Moody commented that feedback from Thinkingplace was that the themes of the Storybook are very strong compared to some other places.Recommendation: The Board empowers J Staughton to finalise the Storybook and Toolkit, based on the documents circulated to Directors at the meeting and that this is available for use by partner organisations, as long as no material is publically available before the launch and material is approved by Sarah Perry.J Kneller proposed the recommendation is approved This was seconded by A Chapman and this was passed unanimously. | JS |
| 7. | **Update on Clay Town Project**D James circulated a written report. The notes of the Clay Town meeting refer to the Community Economic Development plan. It was agreed to approve this by email. | HN |
| 8. | **Update on the St Austell Garden Town project** The workprogramme is being developed and a planting strategy will be presented at the next meeting. The funding requirements for the workprogramme are being built into the review of the Prospectus. The Garden Town festival is planned for 25th and 26th May and Chris Knight is leading the working group for this. BBC Radio Cornwall will be broadcasting from the event. BID and White River Place are supporting it and there is request for old suitcases to be donated. It is hoped to use Poltair Park and link this with a trail through the town. There is an opportunity to link this to a walk at Menacuddle Well on 27th May. An application for funding to Grow Wild has been made for £4,000. This identified a need to have a number of policies in place such as equal opportunities. A Chapman has agreed to draft these and any suggestions are welcomed. Procurement and information governance were suggested.  | AC |
| 9. | **Update on SABEF Website**A Chapman read the following statement:Status* Website built – Dave Halton has withdrawn
* Content created – Sarah Bunt has gone on maternity leave
* A revised approach is required to move this project forward
* To engage a new company will be;
	+ Costly
	+ Time consuming – explaining our vision etc
	+ Risked losing what was already created

Current proposalThe digital team of St Austell Brewery have been giving significant support, without cost, throughout the duration of the project to date. We propose to formalise this arrangement and appoint St Austell Brewery to complete the work as originally planned. St Austell Brewery has kindly agreed to undertake the next work phase free of charge (value is £5-6,000). This reflects the company’s on-going commitment to St Austell as well as a pragmatic solution to move the website forward. Once the first phase is complete we may agree to remunerate St Austell Brewery for future work. We therefore require Board approval to enter into this more formal relationship.Conflict of InterestAs Chair of the St Austell Bay Economic Forum and CEO of St Austell Brewery, James Staughton has a potential conflict of interest and will therefore recuse himself from the discussions on this issue.RecommendationThe remaining members of the project team recommend this approach to the Board for approval based on the following considerations;* Value for money to SABEF
* Continuity
* Expediency

A Chapman proposed the recommendation is approved This was seconded by T Nethercott and this was passed unanimously (J Staughton did not vote).M Brown commented that this highlights the need for a Code of Conduct for Board Directors – A Chapman agreed to draft this. R Humphreys asked if the Board could appoint representatives to scrutinise the value for money of the website going forward. It was agreed that A Chapman and P Moody would take on this role and report back to the Directors. J Kneller asked if there was still an intention that the website would be self-funding. P Moody confirmed the plan was to establish the website as income generating and Nikki Hotchin has agreed to be the new web manager. She currently runs the ‘Friends of St Austell’ facebook page and is working free of charge at the moment. J Kneller also asked if SABEF owns the domain name; P Moody confirmed that this will be purchased by 1 March; the front page of the website will also be available in time for the launch of the St Austell Place Shaping Strategy on 1 March.  | ACAC/ PM |
| 10.  | **Finance update**I Chalmers circulated accounts to June 2017. The reported deficit was due to timing of payments and income received. A new bank account with Santander will be operational soon and Companies House will be updated with details of Directors to reflect recent Board meetings. M Brown has stepped down temporarily as a Director whilst he finds his passport to enable the bank account to be set up.Recommendation: Accounts from 1 July 2016 to 30 June 2017 are approved.A Shopland proposed the recommendation is approved This was seconded by A Chapman and this was passed unanimously. |  |
| 11. | **Cornwall Council update**H Nicholson reported that there has been a working group of relevant Cornwall Council officers, Cornwall Councillors, St Austell Town Council and SABEF to develop a St Austell Transport Strategy, particularly focused on the delivery of highways improvements using S106 monies available from recent developments in the town. P Moody represented SABEF; it is important that this work links to the Garden town initiative.  |  |
| 13. | **Dates for future meetings**All at 9.30 a.m. at St Austell Brewery Conference Centre:21st March; 6th June; 5th September; 7th November |  |