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**SABEF Executive Directors Meeting**

**25 September 2019**

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| **Present (D = Director)** |  |
| James Staughton (D) | St Austell Brewery (Chair) |
| Peter Moody (D) | St Austell Printing Company (Vice Chair) |
| Ian Chalmers (D) | Phillips Frith |
| Anne Chapman (D) | Management Team |
| Dan James (D) | Eden Project |
| Tom French (D) | Cornwall Councillor – St Austell Bay division |
| Sally-Ann Saunders (D) | China Clay parishes  |
| Jacky Swain (D) | CEG |
| Malcolm Brown (D) | St Austell Town Council |
| Dick Cole (D) | LAG/ Cornwall Councillor – St Enoder division |
| Richard Hurst (D) | White River Place/ St Austell BID |
| Chris Taylor (D) | Cornwall College |
| Jenny Moore | St Blaise Town Council |
| Tristan Netherton | Chamber of Commerce |
| John Hodkin | IMERYS/ Eco-bos |
| Nikki Hotchin | St Austell Market House/ SABEF project manager |
| Darren Hawkes | Darren Hawkes Landscapes – Garden Curator |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |
| David Pooley | St Austell Town Council Clerk |
| Geraint Richards | Head Forester, Duchy of Cornwall |

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| **Apologies** |
| Ashley Shopland (D) | IMERYS |
| Jordan Rowse (D) | Cornwall Councillor – Par and St Blazey Gate division |
| Robin Andrew | Cornwall Council |
| James Mustoe | For Steve Double MP |
| Richard Pears | Chamber of Commerce |
| David Chadwick | China Clay Community Link Officer, Cornwall Council |
| Mike Hawes | Me Loci – CCF Masterplan |
| Alex Murdin | Rural Recreation – Ceramic Curator |
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| 1. | **Notes of the last meeting** These were agreed as a accurate record. Actions not on the agenda were:* H Nicholson reported about the brick clamp to Katie Bunnell.
* Richard Bushmen was contacted by J Staughton.
* A Murdin is waiting for quotes to come back on the bus shelter.
* J Moore and D Hawkes are having discussions about the Brittania roundabout
* A Murdin is seeking a contact with Johnson Tiles as the previous contact has left.
* A maintenance schedule will be provided to the town council by Friday 27 September.
* A Chapman reported that the license for Blackpool pit has been extended to the end of October.
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| 2. | **Duchy of Cornwall**Geraint Richards, Head Forester in Duchy of Cornwall introduced himself and highlighted his long-standing commitment to Cornwall and this area in particular. In his role, he has an overview of everything related to trees and in particular those related to developments such as the Eastern Park and Ride in Truro. The Nansledan development at Newquay has a lot of greenspace associated with it and trees will play a major part in the scheme. Prince Charles is concerned about plant health and has set up a UK organisation to champion plant health, particularly diseases which affect trees like Ash die back as well as oak.The Duchy of Cornwall is supportive of the SABEF greening project. They are also working with Cornwall Council’s proposal for a Forest for Cornwall as the Council’s response to climate change. Woodland creation has been at a very low level in this country for many years; this is for many reasons and it’s not easy to deliver. The challenges include climate change – what species, methods of management. There is particular concern about the lack of skills – there is an ageing workforce. The Forest for Cornwall project should aim to establish nurseries locally which can help to train a skilled workforce. There is a risk from importing trees. Colleges struggle to provide training as it attracts small numbers. J Moore commented that St Blaise is the focus of the STARR project for flood alleviation. This could involve a lot of tree planting rather than hard interventions and involvement of the Duchy could be helpful. |  |
| 2. | **Chairman’s announcements**J Staughton confirmed that none of the recent funding bids related to the town centre had been successful. Penzance was successful with the Future High Street Fund; Redruth was successful with the Historic High Street Fund and Penzance, St Ives, Truro and Redruth were allocated funding from the Stronger Towns Fund. This latter fund was not competitive. H Nicholson commented that, in preparing the bids, the ideas were not as well developed as those in other towns. There is a need to develop ideas further, and to have more projects which are ready to go. Cornwall Council is stretched and does not have the capacity to support every town. J Staughton felt that, as a result of the Coastal Communities Fund, it was not St Austell’s turn this time. A Chapman agreed and felt that it was important to have a track record in delivery. P Moody reported that he has a meeting scheduled with Kate Kennally, P Mason and G Caplin to discuss future investment opportunities in St Austell. M Brown commented that, whilst it was important to strengthen linkages with key officers, there is also a need to strengthen links with key elected members. It was good that the Leader recently visited St Austell. T Netherton reported that he was in correspondence with Steve Double MP about the High Street Fund who fed back that Penzance was able to offer a project that was much more developed.D Pooley reported that St Austell Town Council has recently resolved to write to Cllr Bob Egerton, Portfolioholder for Economic Growth and Glenn Caplin about town centre regeneration as Cornwall Council owns several strategic sites in the area. These present opportunities for future funding. P Moody said that he has made a similar point to Glenn Caplin who has offered to present the results of a recent property review. R Hurst reported that Elandi presented a proposal to CC at the beginning of the year for a scheme but it was not agreed. J Staughton suggested that advice is sought from R Andrew about what SABEF could do differently to be better prepared in the future. It was suggested that a working group to focus on the town centre could be a way forward.A Chapman felt it was important that collectively we shout louder for this area. It was suggested that councillors could let SABEF know of opportunities for influence. M Brown commented that this is the next phase of SABEF’s development. A working group on the town centre should involve the public sector representatives and elected members. J Staughton thanked H Nicholson for her work in putting together bids. C Taylor gave an update on recent activity at Cornwall College including the closure of the 6th form college. In 2015/16, the college achieved very good results. Despite this, the following year the intake halved. Since then another provider has opened a new facility locally providing 1500 student places. Over the summer, firm acceptances were for less than 20 learners. This was untenable and so the decision was taken to close the A level provision. All the students were rehoused. There are implications of this for the future of the College in St Austell. There is a challenge about the premises; John Keay House is too big. The focus will be on technical and vocational qualifications which have good student numbers. Links with businesses, in particular for apprentices are important for the future. If Callywith are allowed to deliver technical courses in the future, this could jeapardise the future of provision in St Austell.This is the impact that was foreseen locally by the opening of Callywith College. A new Principal, John Evans, starts on Monday and could come along to a future meeting.J Staughton asked about the future of Ceramics training. C Taylor replied that creative courses are being delivered at the moment but it is under pressure. Higher education level comes from Camborne and can be peripatetic. Support is needed to champion these courses. | JS/RA |
| 3. | **SABEF Coastal Communities Fund**The highlight report was sent out in advance. There is a lot of work going on behind the scenes to deliver each approved project. A lot more communication is taking place including an international travel writer and a follow up piece in the Independent. Social media now has over 1000 followers.Key activities in the next month include progressing discussions with Matt James from Eden and horticultural students regarding the railway station. D Hawkes reported that planting on the A391 is progressing. There is a meeting with Nigel Blackler on Monday to discuss progress; unfortunately Cormac hasn’t been able to work as quickly as was hoped for. 3000 sq m of seeded native planting will be done by GI4G in the spring. The wildflower turf can’t be planted until February instead of November. Pinetum have approved the design in the Donkey field – this will go out to tender in October. Final drawings are being done for Mount Charles and will hopefully go to tender in November.Wildflower meadow planting trials have been successful and will be extended in the town next year which the town council will maintain. More emphasis will be put into the treescape in the future. J Staughton commented that there has been very good in principle support from Cornwall Council but this needs to be translated into delivery. There is still some more development work to do, including planning permission for some schemes, hence there hasn’t been much delivery of greening projects on the ground but this will change significantly next year. A Chapman gave a financial update; the revised budget now reflects the agreed priorities of the project. There is an expectation of a lot more money being spent in the next quarter. The budget now reflects the in-kind contribution from Cornwall Council. It was suggested that the public liability insurance should be £20m. A Chapman took advice from the underwriter and broker who suggested £10m was sufficient; the premium has been increased to pay for £10m. |  |
| 3. | **SABEF Coastal Communities Fund - Branding** The Management Team felt that the activities of SABEF recently have resulted in the development of many sub brands but SABEF itself doesn’t have a brand to be put onto posters and publicity. FELT were recommended to the team and Libby Milla and Scott Manning of FELT (from Lanlivery) have developed some recommendations. The brief was for branding for SABEF, not rebranding St Austell area.Visual language has started using the Thinkingplace work. At present there is a lack of consistency which means people may not recognise that the activities are linked and it wouldn’t work on an international stage e.g. The International Ceramic Prize. What is needed is an overall logo with other names that link to it. The visual imagery doesn’t have authority and can be lost as wallpaper. The Thinkingplace work is also missing a ceramics theme. Projects need to link to the themes which doesn’t happen at the moment.The audience groups for this brand are: businesses; governing bodies; local community; visitors. Different audiences need different forms of communication and messages. The current branding wouldn’t reach outside the area.Options were for a logo which was functional or abstract; the Management Team favoured functional. The proposed overall aim for SABEF is to make St Austell a great place to live, work and play. The suggested vision for St Austell and its hinterland will enhance the landscape, transform spaces and stimulate sustainable economic growth by attracting new visitors, new residents and new investment, promoting pride in the local community.The proposal is to create a brand architecture that has the overall project name ‘Austell Project’ as a masthead / master brand to the entire project with the clearly defined activities that sit under this eg Austell Green, Austell Create, Austell Active and Austell Innovate (see presentation).Austell Green includes the following projects - Garden Route, Garden Festival, links with Heligan, Eden etc., Garden Village.Austell Create includes the International Ceramics Prize, Brickfields, Whitegold Festival.Austell Active includes the Clay Trails, Par Athletics Track, other sport and leisure activities will be added to this.Austell Innovate - the intention is that this will include business and talent development, educationWhen people see one of the activity areas with the name or the logo they will understand that they are part of the bigger picture of the Austell Project, this allows the project to gain more momentum and engage with a greater number of people than if each activity area was independent.A video was shown to highlight the brand values. A brand statement was presented which defines the intention and ambition of the brand - it outlines what the brand should be communicating. The logo, font, colour, photography need to reflect this brand statement:*We are St Austell, alive with opportunity, innovation and adventure.**Inspired by Nature, driven by creativity.**Our brand is rooted in our communities, shaped by our landscape with a social and economic purpose.* *We are outward looking, open to new ideas and opportunities, ready to contribute and compete on a global platform.**We reach out, and say with conﬁdence, ‘We are St Austell.’* *The St Austell Project is a statement* *Proud of who we are; direct, conﬁdent, unpretentious.* *It is an invitation* *To discover us afresh, to open your eyes to what St Austell is today.* *It sets out a challenge* *To reconsider what you thought you knew about St Austell.*3 options (routes) for the brand architecture were developed and outlined. The team recommended – Route 1 with an element of Route 3. This has a strong visual image with the triangle to represent the Sky Tip. Highlighting the ‘ST’ was also thought to be useful.* T French commented that Route 1 was clearer, but the ‘ST’ is useful.
* J Moore wondered if they could they be merged; the team felt this could be messy and lose its clarity.
* M Brown was also supportive of both Route 1 and 3, favouring a combination. The logo didn’t stand out against the other organisations logos. The team felt that it was more important to fit in with other organisations logos rather than be distinctive to them.
* R Hurst commented that this does give an opportunity to move away from St Austell town – he preferred Route 1.
* D Cole highlighted other discussions at SABEF about the relationship with the wider area. The video actually completely missed the town centre. He wasn’t sure this logo would have buy in from Bugle.
* D Hawkes has already used the logo in a presentation and the Sky Tip is an image which relates to both the town and hinterland. Route 3 would require more work to use correctly and therefore be more practical with the current level of organisation of SABEF. D Cole commented that there are other Sky Tips throughout Clay Country. D James commented that the Management Team felt that Route 3 would be better as a specific campaign.
* A Chapman felt that ‘Austell’ changes the way you look at the word and the place. The triangle is very strong for an international and national brand.
* C Taylor liked the portability of the ‘ST’ to be used in promotional literature
* T Davis asked about the synergy with the Thinkingplace visual imagery. It was confirmed that the aim was for the logo to work together with the Thinkingplace work

It was agreed to take forward Route 1, with elements of Route 3 for further consideration. (See attached brand architecture presentation) |  |
| 5. | **Financial report**The Grant account is £325,684. Another tranche of funding has been applied for which may arrive later than before due to change in the way the grant is claimed.General account has a balance of £50,850:Whitegold £3824Garden festival -£2782Website - £210Administration - £9598Cornwall Council grant - £40,000The Whitegold and Garden Festival balances are historic and should be written off – this was agreed. | IC |
| 6. | **CC funding**No update – hasn’t been spent.  |  |
| 7. | **Green and Whitegold Group**D James reported that the 4th Whitegold Festival at the weekend had very strong content and there was solid attendance throughout the day. Congratulations to the team for putting it on. The International Ceramic Prize has 115 applications; 10 artists were shortlisted with some who were from outside the UK, within the UK and also within Cornwall. The artists came to the Festival and were given a tour of the area; they are expected to give their submissions next year and the successful applicant will present their work at the next festival. Wendy Gers, chair of the panel, was very complimentary. This is something which will really raise the profile of this area. J Hodkin reported that the breadth and depth of submissions were very interesting and was a lot of work.The support of the local community and from elsewhere needs to catch up with the quality of the content. Footfall was up by 3000, 25% more than last year. The international artists did attract people from elsewhere. D Pooley received positive comments to the town council; Duke Street and Old Vicarage Place wanted more involvement which can be considered in the future. Thanks were given to R Hurst and the White River team for their support.D James also reported on the Brickfields project where over 200 bricks have been made and which is being extended to October. Council leader Julian German, and Sir Nick Serota, Chair of the Arts Council have both visited. John Osborne, the last brick maker from Wheal Renfry brick works has become involved in the project which has been a great asset.  |  |
| 8. | **Website update**2500 unique hits were achieved in the last month which is a rise on the previous month. A plan is being devised for revenue generation in the next few months. The website will illustrate the new branding. Regular information is received from Eden and the college – more would be good. | All |
| 9. | **Key messages to share**Communicating the work of SABEF through the press has been raised. Press could be in attendance but this was not supported as it could impede discussions. The Management Team have asked the team to develop a set of communications about the masterplan; this was an action point from last meeting which was waiting for the branding to be agreed. Press releases from the Directors meeting can be done where there is something to say. It was recognised that more expertise/ resource is needed within the team to write press releases.R Hurst commented that press releases give us more control on the content in the press. M Brown is interested in the other place shaping boards across Cornwall and has been looking at work in other towns. T French reported that occasional oral reports are given to the China Clay and St Blaise, Fowey, Lostwithiel Network. He has agreed to do this for St Austell and Mevagissey.M Brown was wondering if minutes and agendas of the Community Network panels could be sent to SABEF directors so SABEF could input if wanted. This is for better exchange of information. Alternatively a communications network could be set up. It was agreed to discuss this with N Hotchin and Community Link Officers. | JSNH/ HN/TD |
| 10. | **Any Other Business**J Moore commented that St Blazey has not seen a large rise in employment contrary to recently published statistics. The STARR project plan has been approved and Community/ Nature/ Environment are strong themes.M Brown reported that the Spaceport project was recently approved by the Cornwall Council Cabinet by 6 votes to 4 to recommend to full Council in November that £12m is invested. There are strong climate change considerations as it will increase emissions, as well as concerns about the level of CC investment compared to other partners and projects. S Saunders reported that Exeter University has looked at the impact which is not thought to be significant. Climate scientists have advised that satellites will help in the fight against climate change. Cornwall Chamber, Eden, St Austell Brewery are in support. It was agreed to write a letter of support.J Staughton is standing down as CEO of St Austell Brewery in January. Although being retained as President, the future relationship with SABEF needs to be discussed with the management team, and it was an appropriate time to consider the position of Chair of SABEF. This would be on the agenda in November.**Dates for future meetings – 9.30 a.m.**27th November at The St Austell Brewery Conference Room | JSHN |