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**SABEF Executive Directors Meeting**

**5th Sept 2018**

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| **Present** | **Directors** |
| James Staughton | St Austell Brewery (Chair) |
| Peter Moody | St Austell Printing Company (Vice Chair) |
| Dan James | Eden Project |
| Ian Chalmers | Phillips Frith |
| John Hodkin | IMERYS/ Eco-bos |
| Sally-Ann Saunders | China Clay parishes |
| Dick Cole | Cornwall Councillor – St Enoder Division |
| Malcolm Brown | St Austell Town Council |
| Tom French | Cornwall Councillor – St Austell Bay Division |
| Anne Chapman | Market House |
| Richard Pears | Chamber of Commerce |
| Richard Hurst | White River Place, Centre Manager and BID |
| Tony Nethercott | St Blaise Town Council |
| Jordan Rowse | Cornwall Councillor – St Blazey Gate & Par Division |
| Jacky Swain | CEG |

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|  | **Attendees** |
| Nikki Hotchin | Market House and website |
| Sally Foard | Cornwall College |
| David Chadwick | China Clay Community Link Officer, Cornwall Council |
| James Mustoe | For Steve Double MP |
| Helen Nicholson | St Austell & Mevagissey Community Link Officer, Cornwall Council |
| David Pooley | St Austell Town Council |
| Rob Andrew | Cornwall Council |
| For Item 1: |  |
| Matt Bunt | St Austell Printing Company (website team) |
| Kristian Andrews | St Austell Brewery (design, website team) |
| Michael Roberts | St Austell Brewery (website team) |
| For Item 2: |  |
| Mel Richardson | BID Consultant |

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| **Apologies** | |
| Ashley Shopland | IMERYS (Director) |
| Raoul Humphreys | Cornwall College (Director) |
| Tristan Netherton | Chamber of Commerce |
| Tasha Davis | St Blazey/Fowey/Lostwithiel Community Link Officer, Cornwall Council |

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| 1. | **Update on Website**  P Moody introduced the team working on the website:  Matt Bunt (St Austell Print) – Marketing and content  Kristian Andrews (St Austell Brewery) – design lead  Michael Roberts (St Austell Brewery) - Web developer  Nikki Hotchin (self-employed but working for SABEF as website project manager, and working on SABEF projects)  K Andrews demonstrated design on the home page; this is based on the work of Thinkingplace and their toolkit. It hosts the toolkit; this has been made easier to use, with templates to download.  N Hotchin demonstrated the navigation of the website. It includes:   * Vision and aims of SABEF * Events page - Event listings include when and where, and links to website and social media. * Live twitter feed and a facebook page. * Community – local services includes an interactive map. This can be added to. * Discover – includes information on places, beaches, woodlands etc. There are places to add and information is needed * Things to do – there is a lot more to do and add to this. Working with St Austell healthcare to add to this to include social prescribing activities. * Business directory – there is a lot to add to this as well. The sustainability of this website is dependent on the business promotion; the business plan will be produced to get this going.   Founder members are featured along the bottom and there is also a sign up for a newsletter, and links to associated webpages. Additional information and comments should be sent to [hello@staustell.co.uk](mailto:hello@staustell.co.uk).  Website has been live for 2 months, adjustments have been made following feedback on usability and content. Following this presentation, more involvement is needed and it will be launched formally via a press release which will be sent to everyone. Links are needed to other websites to help drive up the google ranking – a story on this website on partner websites will help with this. R Andrew commented that this could link to the community network pages on the Cornwall council website. Promotion via social media is also helpful but it doesn’t drive google ranking.  D Cole commented that the map doesn’t cover St Enoder parish which is part of the China Clay Community Network. P Moody commented that the A30 has been used as the northern boundary but that this would be reviewed by the Project team. D Cole commented that the Investment Plan used the Regeneration Area which included St Enoder. R Andrew commented that CC funding for this project meant that the area should be the three community network areas.  J Staughton thanked the website team for doing this work. | **ALL** |
| 2. | **Tourism Business Improvement District (TBID)**  J Staughton commented that SABEF has a bid into the Coastal Community Fund but BID may be an avenue for funding in the future so M Richardson was invited to explain further. She has been involved with St Austell BID relaunch and is involved with the British BID association and runs Newham BID.  BIDs are a business led, business funded scheme in a defined commercial area. Businesses have to have a common interest or common need. Business is defined as any non-domestic rate payer i.e. public services that pay rates, as well as private businesses.  Started in 2004 in legislation – Kingston BID was the first and is now 4th relaunch. BIDs are predominantly town centres and commercial areas but there are 11 unusual ones, of which 6 are tourism BIDs, mainly in Scotland.  Income comes from a levy on the rateable value of each non domestic rate payer –the level is set locally. Money collected is generated locally and decisions about spend are made locally. Additional funds can come from other organisations, grants etc. Businesses are consulted about the manifesto/business plan which governs the use of the funding. Businesses then vote to support or reject the business plan. Majority vote is based on the business numbers and rateable value – it goes ahead if the majority are in favour and all pay, even if not all support it.  The BID should only support additional activity which is not provided by the statutory authorities. There is quite a range of BID levy income – from £18,000 to £3.8m. The levy income for this area would depend on the threshold agreed, and the number of businesses involved.  Benefits of the levy income can be varied – increased footfall, additional sales, raised area profile, reduced business costs, sustainable funding for business and stronger voice for business together.  Where it works best is in clearly defined areas, and there is a problem or opportunity to be grasped. Businesses benefit from the solution and where businesses are prepared to work together and share the costs. Businesses are often wanting for a return on their levy payment, rather than just being philanthropic.  What can the money be spent on? This is determined by business consultation. 2 examples:   * The English Riviera Tourism BID – Torbay council withdrew £500k of funding for tourism. This BID doesn’t include retail, and funding is purely for marketing and PR. * Bournemouth Coastal BID is in its second term; it excludes the Bournemouth Town Centre BID. Office sector is included at a discount and there is an emphasis on trading districts with actions specifically for trading for those trading districts –like an umbrella BID for 8 smaller BID areas.   Things to consider: Why? What issues? What opportunities? What do you and local businesses want to achieve? How much money is needed? Which businesses – retail? Offices? This is a difficult process. J Mustoe asked if holiday homes who pay rates be included? St Ives already includes them. Other issues to consider are: who would lead the BID development and BID delivery; what area would be covered?  The next steps would be:   * A quick review based on the ratings list; this would check viability. * Speak to other interested parties * Full feasibility study – 3 months to see if the BID is viable and likelihood of success. * If feasibility study is positive – set up a Steering Group, consult businesses, draft proposals, BID ballot and set up and board to run it, with employed staff.   A Chapman asked about the definition of tourism – different definitions exist so it would be for the group to agree. Would an an area wide BID be easier to manage because everyone is included? On the other hand it may be more difficult to manage a wider variety of businesses; businesses have more in common from a sector. It depends on what the BID wants to do. It needs to be attractive to potential levy payers. R Hurst commented that the businesses within the town centre have different priorities and it can be difficult to bring this together.  J Staughton thanked M Richardson for her presentation. This needs to be considered for support in the future and may be dependent on the outcome of the Coastal Community Fund. |  |
| 3. | **Strengthening Community Network Panels**  D Chadwick outlined the background to Community Networks. 19 community networks were set up when unitary council was set up in 2009. Each network is different and have benefited from different involvement from local parish councils and local councillors. Cornwall Council is looking to strengthen the networks as a principle way to work in local areas. Measures are being taken to strengthening community engagement, through panels and local action. A number of measures have been put in place including funding to help local community projects and devolution. Community networks now run local highways improvements with a £50k budget for 4 years. China Clay has a priority to address speeding using mobile speed visors.  The influence of Community Network Panels has also been strengthened and Panels are able to escalate issues to Cornwall Council through senior officers via the Corporate leadership team or to full Council. |  |
| 4. | **China Clay Community Network Panel Economic Priorities**  Community Networks are being asked to develop a vision and action plan for their local area as part of leading work in their area. China Clay includes 5 parishes including larger villages and smaller settlements. Businesses are located along the A30 and scattered throughout. In previous strategies SABEF strategies, the whole of the geographical area of the China Clay is covered by SABEF. R Andrew reiterated that CC funding to SABEF requires coverage of all 3 Community networks (China Clay; St Austell & Mevagissey; St Blazey, Fowey and Lostwithiel).  A starting point for this work is the priorities from a residents survey. China Clay Network is a pilot for developing a vision and strategy to help address the issues highlighted by the china clay residents survey. There has also been an evidence review of 10 year period, starting with evidence from Restormel Borough Council and up to date evidence from Local Insight and Cornwall Local Plan, parish plans, and plans produced by SABEF – Investment Plan and Community Economic Development Plan. The evidence is being gathered and will be considered as a part of an away day to develop the strategy.  The vision and strategy will help to influence future funding. For example, Community Led Local Development (CLLD) programme is a big opportunity for the China Clay area because of the levels of deprivation which means quite a lot of areas are eligible for support. This is specifically for supporting businesses. There will be updates given to senior politicians and officers in CC as this is a pilot area – the aim is to produce this in draft in Dec and finally agreed in March. Other CNP areas will follow this next year. It will then be reviewed annually by the Panel.  J Staughton asked why Indian Queens is not in Newquay? D Cole replied that Networks are based on a grouping of the parishes; St Enoder parish which includes Indian Queens has a lot of clay workings and the employment linked to the clay industry. There is synergy with the other clay parishes, rather than Newquay.  D Cole also commented that the CLLD programme has to demonstrate 70% funding to deprived area. £3 million is safe-guarded to be spent in the next 4 years. CCLD could be a presentation to a future SABEF meeting.  R Andrew commented that there are benefits to having agreed priorities locally as this enables agencies to work collectively, rather than having specific funding.  J Staughton thanked D Chadwick for the presentation. |  |
| 5. | **Chairman’s announcements**  J Staughton announced that the Whitegold and Garden Town working groups would be merging and are meeting together for the first time next week.  J Swain is representing SABEF on the A30 link road steering group. Land owner negotiations are taking place and planning permission will be applied for by the end of this year. The aim is for construction in winter 2020 – open in 2021. However, one objection can lead to a public enquiry from anywhere in the country which would delay implementation. Locally landowners are being very helpful. Public exhibitions are coming up:  ***Roche :****Roche Victory Hall,*[*Monday 1st October, 1.00pm to 8.00pm*](x-apple-data-detectors://2)  ***Bugle:****Methodist Sunday School Hall,*[*Saturday 6th October, 10.00am to 4.00pm*](x-apple-data-detectors://4)  ***Carthew :****Wheal Martyn Clay Museum,*[*Wednesday 3rd October, 5.00pm to 9.00pm*](x-apple-data-detectors://5)  ***Carluddon :****The Enterprise Space for Advanced Manufacturing (ESAM),*[*Thursday 4th October, 4.00pm to 8.00pm*](x-apple-data-detectors://6)  A Chapman asked if it is planned as a wildflower corridor? D James confirmed that Eden are working with Cormac on the team to try to make the corridor as environmentally sustainable as possible.  J Staughton also reported that the Project team are presenting to St Austell town council on Monday 22nd October. |  |
| 6. | **Notes of the last meeting 6 June 2018**  J Staughton reported that letter to DEFRA on STARR was not needed as an announcement from DEFRA preceeded this announcing the money has been released. R Hurst is now representing the BID; R Hurst is Chair and Aaron from Wetherspoons is the vice chair. The Coastal Communities Fund application could have had an extension but it wasn’t needed and was submitted by A Chapman.  M Brown reported that he has reviewed the Cornwall Council Code of Conduct for councillors which outlines the standards people are meant to live up to and the interests have to be declared. M Brown will adapt the CC document and share a draft to share with J Staughton and H Nicholson and then to circulate to the rest of the group for the next meeting. | MB |
| 7. | **SABEF workprogramme**  J Staughton reported that £40k has been received from Cornwall Council in a joint proposal with St Austell Town Council. There are no firm plans for use of this funding in the next quarter (except funding Nikki Hotchin as a project manager (see Item 1). The Executive is required to agree the work programme at its meetings. |  |
| 8. | **Updates from White Gold & Garden Town**  D James reported that the Whitegold festival is going ahead on 29th September – additional funding has been agreed. Support for promotion and marketing is needed. The first public art tile installation has gone up – in White River, opposite Costa. The Whitegold festival includes a pilot in Biddicks Court for another tiling project as part of Whitegold.  Garden town – the first festival took place and went well and was well received. The two groups can bring their activities together and the group will consider the future of both festivals together.  J Staughton reported that a business plan for Whitegold and Garden town are being produced separately. | ALL |
| 9. | **Financial Update**  I Chalmers reported that Annual accounts will be available at the next meeting. A schedule of income and expenditure was distributed which shows that some funding is still to be allocated. | IM |
| 10. | **AOB**  J Staughton reported that Roger Preston suffered from a heart attack recently. It was agreed to send a letter to wish him a speedy recovery.  D Cole announced he may resign at the end of this meeting. M Brown thanked him for the challenge he has provided to SABEF to represent the whole area.  M Brown also reported that Cornwall Council is leading a process of community governance review which will review boundaries of all parishes e.g. town council boundary; this could be a future agenda item.  M Brown also requested a letter of support for Par Track. They have applied to the South and East Local Action Group for a significant amount of funding. The group has got a lot of detail to work on and a letter from SABEF would helpful. J Rowse agreed with this and it was agreed to send a letter of support. | JS  MB/JS |
| 11. | **Dates for future meetings**  9.30 a.m. Wednesday 7th November at ESAM Building which could be a venue for future meetings.  **PLEASE NOTE CHANGE OF VENUE** | JH/HN |