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**SABEF Executive Directors Meeting**

**7th November 2017**

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| **Present** |  |
| James Staughton | St Austell Brewery (Chair) |
| Peter Moody | St Austell Printing Company (Vice Chair) |
| Chris Knight | St Austell Brewery |
| Jackie Swain | CEG |
| Ian Chalmers | Phillips Frith |
| John Kneller | Market House and St Austell BID |
| Mark Lewis | Chamber of Commerce |
| Raoul Humphreys | Cornwall College |
| Sally-Ann Saunders | China Clay parishes  |
| Tamsin Chapman | St Blazey Town Team |
| James Mustoe | For Steve Double MP |
| Malcolm Brown | St Austell Town Council |
| John Till | Thinkingplace |
| Sarah Perry | Thinkingplace |
| 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 |
| 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 |
| For Agenda Item 10:Deborah Boden | World Heritage Site, Cornwall Council |
| Colin Vallance | Wheal Martyn |
| Thom Axon | Charlestown |

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| **Apologies** |
| John Hodkin | IMERYS/ Eco-bos |
| Anne Chapman | Market House |
| Richard Pears | Chamber of Commerce |
| Tom French | Cornwall Councillor – St Austell Bay division |
| Dan James | Eden Project |

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| 1. | **Notes of the last meeting 5th September 2017**These were agreed. A Shopland will make a presentation at the next meeting, with J Hodkin. I Chalmers requested additional information from the new directors so that an update can be given to Companies House. | ASIC |
| 2. | **Chairman’s announcements**J Staughton commented that there is a gathering momentum about the SABEF projects; there is a specific proposal to put together a garden festival for May 2017. This does require funding though. |  |
| 3. | **Thinkingplace**J Till provided an update on the work to create a place brand and sustainable approach for the place marketing of St Austell (see slides). Other cities who have been through this process are now showing significant success e.g. Coventry, Stoke and Hull.The visual images now include photography – this is a powerful way of illustrating the story. These photos include people, behind the scenes in businesses in the area and tell the story of the themes. They will be available for everyone to use, free of charge. The Story Book brings together the story, photographs and the visual language. There will also be a toolkit on how to use the brand, including design files. It is important that the website reflects the story and visual language. Key to implementation is the Place Plan – this details actions which will create impact for no extra money. Conversations are taking place with stakeholders to find out about opportunities, to push forward the story. There is potential for other stakeholders to be involved.Stage 4 usually includes the creation of a Place Board, however, SABEF is already a Place Board. The role of this group to be guardians for the story and the brand needs specifying.There should be a formal launch of the Story Book - this is being planned and an audience of over 100 would be expected.The final part of the work is an ambassador programme; people who are prepared to use their networks to sell the story. This shouldn’t replicate the Chamber of Commerce. The proposition is for bi-monthly meetings, with an opportunity to hear from key movers and shakers and which provides senior networking opportunities. Members fund activities such as networking events. Thinkingplace are also working across Cornwall and Isles of Scilly to develop their place brand. These are: Embrace our ecosystem; Living land and sea; energising entrepreneurship: thinking space; tourism: the catalyst for Cornwall and Isles of Scilly; Place of taste. The St Austell story fits within this story and can contribute to it. St Austell is being viewed as an exemplar in Cornwall for taking this forward.Comments and discussion:R Humphreys commented that the ambassador scheme locally and for Cornwall need to complement each other – there needs to be a workable solution that reflects local and Cornwall aspirations. R Humphreys also requested to be able to use this material; delay in launching means that there are missed opportunities. It would be helpful to be able to use this as it develops rather than wait until it is finished. J Staughton commented that there is a need to wait until it’s finished because there is a danger that the message is interpreted negatively if it is presented before its finished; the media can pick up part of the message then misrepresent work. J Till felt that there is a difference between sharing the workings and the launch and agreed to discuss further with R Humphreys.D Cole expressed concerns about the contradiction of this story and the area of cover. The clay country needs to be not made more peripheral. Clarification was also sought about the sign off by Directors of the Story Book. J Staughton commented that not everyone can have editorial rights. The new project team have signed off the story book but it will be shared on the understanding that it is not circulated to the media. In the light of the feedback received, a further meeting of SABEF Directors may be called.H Nicholson queried the links between the themes and current sub group activity of SABEF e.g Clay Town. Sarah Perry confirmed that there are pictures of IMERYS but not china clay communities. There is opportunity to use other photos. A Shopland offered the use of the IMERYS drone footage. D Cole also offered to source some photos. Approaches have also been made to St Austell Camera Club and Roche Camera Club. S Perry was asked to give a list of photos that are needed.M Brown asked if there could be a presentation to the town council. There was discussion about engagement of all the town and parish councils in the area; S Saunders suggested using the Community Network Panels. HN/TD/DC to discuss with thinkingplace. | JT/RHDCSPHN/TDDC/ |
| 4. | **Update on Clay Town Project**Peter M, Jo Moore (Wheal Martyn) and Alex Murdin (project manager) visited Stoke and met with the City Council and City of Culture bid team. This was very positive - St Austell is identified as a partner in their bid and the announcement is due on 14 Dec. There was discussion about joint projects that can be taken forward and invitations have been given for a return visit to St Austell. There was another meeting with Barney Hare Duke, Curator of the Clay Biennial and the Councillor for Heritage and Culture. They revealed how their thinkingplace document has helped to keep partners together through a lot of change. Johnsons Tiles is the largest user of IMERYS Clay in the UK and they are very keen to work with St Austell in some pilot areas. Emma Bridgewater was also involved and very supportive.D James sent an update: The Arts Council has approved a bid for a public art programme which will include two public workshops. The plan will sit alongside the greening masterplan.T Davis asked about attendance at the Whitegold Festival. C Knight reported that there were more people in the morning than last year but it did quieten down when it rained.  |  |
| 5. | **Update on the St Austell Garden Town project** Two meetings have taken place and there are three strands of work:1. Master plan – to be delivered by mid March. This is being put together by Iain Davies (Heligan) and other gardens. It will include a list of plants that should be used.
2. Gateways to St Austell – including roundabouts. Mount Charles roundabout – suggestion to use ceramic poppies as an exhibit with the white characters from Wheal Martin. It would be launched in the garden festival. P Moody reported that Johnson Tiles are producing ceramic poppies and may be able to help.
3. Garden town festival – This is still in its very early days. Suggestions to date include a trail using Poltair Park, Cemetry Park and Truro Road Park and linking with the existing town heritage trail. Workshops and displays would be showcased in Poltair Park. There may also be an edible plants theme linking to Chelsea fringe and local gardens.

J Staughton also reported that Garden stakeholders are keen to work on an area in the town if somewhere is identified. R Andrew met with R Tatlow (Highways) who is keen to support this work.P Moody encouraged everyone to read the future plans emerging from this group– there are a lot of volunteers involved and actions are being taken forward. R Humphreys reported that additional links could be made to involve students - garden design students from this area have recently won national awards.  |  |
| 6. | **Update on SABEF Website**P Moody reported that the website project started a long time ago but the work was stopped until the thinkingplace work is completed. It has been identified that the set up needs to be more flexible if it is to be more community based. It will now be based with St Austell Brewery and their webs team will look after it. A transfer is underway and a launch is planned when the thinkingplace launch takes place. |  |
| 7.  | **Finance update**I Chalmers reported that a draft set of accounts has been prepared but there have been difficulties with the current bank provider. It has been agreed to move to Santander. There has been approximately £40,000 of income which has been spent. There is an additional £75,000 from Cornwall Council for thinkingplace, and other SABEF project such as the website. Recently there has been a £13,500 grant from Arts Council for the Claytown pubic art strategy.  |  |
| 8. | **Cornwall Council update**‘Place shaping’ is a different approach being taken forward in towns across Cornwall including St Austell. There needs to be a strong link and feedback with Community Network Panels in the area. On 15 Nov, a large investment programme will be considered by the Cornwall Council cabinet which should release funding for some projects. T Davis asked what was the best mechanism to feedback to Community Network Panels. R Andrew suggested a consistent report from the Community Network Panel representatives would be better. M Brown asked if SABEF was the place shaping board or is there a need to apply? R Andrew replied that each area is different so the format is different; there is no formal process.R Andrew outlined the potential Coastal Communities Fund grant which will be open for applications in the spring. Cornwall Council often has a role with applications as accountable body. | HN |
| 9. | **Development projects at World Heritage Site assets in the St Austell Area**D Boden gave a presentation about Luxulyan Valley (see presentation). There are historical links between Charlestown and Luxulyan Valley through the leat system which provided the water to keep the harbour clear. The clay was transported from Charlestown came from the pits including Wheal Martyn. Luxulyan Valley has a viaduct and aquaduct which is very significant historically and has been successful in being awarded £3.6 million from the Heritage Lottery Fund for integrated heritage restoration, environmental enhancements and a renewable energy project. The project includes interpretation and education which will be focused at Wheal Martyn to preserve the tranquillity of the valley; it does not have the infrastructure to cope with many visitors.C Vallance outlined the imminent application from Wheal Martyn to the Heritage Lottery Fund principally for building repairs. This will bring the Mica Dry and Pan Kiln buildings back into use for displays and education purposes. There are also plans working with Cornishware to have a part of their production back in the Clay Country at another building on the site. Wheal Martyn is also part of a wider project with Cornwall Museums Partnership to enhance community engagement. The final significant project is working with Eco-bos on the West Carclaze development to manage the public open space at this development. All these projects will help the sustainability of the museum and increase the impact for the regenerations of the area.T Axon outlined the aspirations of the new owners of Charlestown harbour to open it up to tourists in a more interactive way. The film industry is very competitive, therefore the harbour needs to diversify. Outdoor events have been trialled and were successful. Charlestown is part of a successful project with Brittany to highlight the historic sailing links between the ports, particularly for cargo. This will be linked with festivals in the area.J Staughton thanked the presenters for their interesting presentations. |  |
| 10. | **Any Other Business**A Shopland reported that IMERYS have won a national award for the habitat restoration programme in mid Cornwall from English Nature. D Cole reported that he has a part time position as the Heritage Sites Officer for Cornwall Heritage Trust.J Kneller reported that the Townscape Heritage Scheme has approval for funding from the Heritage Lottery Scheme. The BID ballot is going out today and the result will be known in a month. The Market House is submitting an ERDF Expression of Interest by the end of this week and another bid to HLF in Dec.  |  |
| 11. | **Dates for future meetings**All at 9.30 a.m. at St Austell Brewery Conference Centre:21st January; 21st March; 6th June; 5th September; 7th November |  |