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**Project Team Meeting**

**22 June 2016**

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| **Present** | |  |
| Tom French (Chair) (TF) | | Cornwall Council – St Austell Bay |
| John Kneller (JK) | | Market House/ St Austell BID |
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| Jackie Swain (JSw) | | CEG |
| Dick Cole(DC) | | LAG/ Cornwall Council – St Enoder |
| Ian Chalmers (IC) | Phillips Frith | |
| Tasha Davis (TD) | St Blazey/Par/Fowey Community Link Officer, Cornwall Council | |
| David Chadwick (DCh) | China Clay Community Link Officer, Cornwall Council | |
| Malcolm Brown (MB) | St Austell Town Council | |
| Peter Moody (PM) | St Austell Printing Company | |
| Doug Scrafton (DS) | Cornwall Council – Par/ St Blazey Gate | |
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| **Apologies** | | |
| James Staughton (JS) | | St Austell Brewery |
| Helen Nicholson (HN) | | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| John Hodkin (JH) | | IMERYS/ Eco-bos |
| Esther Dudley (ED) | University of Plymouth | |
| Fred Jackson (FJ) | | St Blazey Town Team |
| Dave Halton (DH) | Chamber of Commerce | |
| Anne Chapman (AC) | |  |
| Dan James (DJ) | | Eden Project |
| Jessica Milne (JM) | | Freelance journalist |
| Sally Foard (SF) | | Cornwall College |

|  | **Notes** | **Action** |
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| **1.**  1.1 | Notes of the last meeting 20th April 2016  These were accepted as an accurate record and were signed by the Chair. |  |
| **2**  2.1 | **Matters arising**  All matters arising from the previous meeting were covered on the meeting agenda. |  |
| **3**  3.1  3.2 | **St Austell Bay Economic Investment Plan**  JK provided feedback on the consultation events at the Cornwall Business Fair and White River Place. The events were very well attended and the display panels were well received providing a good visual summary of the objectives of the investment plan. It was felt that the display and consultation made an excellent case for the area.  All the leaflets were distributed.  St Austell Video – The group expressed their thanks to Jessica Milne’s son, Piran, for producing the video of St Austell and surrounding area shown at the Cornwall Business Fair and other locations. It was agreed to pay a small donation of £200 to Piran for his work in producing the film. | **HN** |
| **4**  4.1  4.1.1  4.1.2 | **Coastal Communities Fund**  The group, acting as the Coastal Communities Team for the area, has been asked to provide endorsement for 2 projects:  SW Coast Path – A request has been received from the South West Coast Path Association, the charity that works to maintain and improve the path. A summary of their outline proposals had been sent via email to group members prior to the meeting. It was agreed that the proposals would benefit the economic development of area and were complimentary to the SABEF Investment Plan. It was therefore decided to formally endorse the SW Coast Path application.  St Blazey Sports Club – A request was also received from Fred Jackson relating to development proposals associated with the sports club.  It was suggested that although the detail of the project is not entirely clear at the moment, in principle a facility such as this would complement other projects in the area. It was therefore proposed to endorse the application subject to full community support being demonstrated. |  |
| **5**  5.1  5.2 | **Update on Branding**  JK provided an update on the progress made by the working group. He explained that the original branding work commissioned by St Austell BID and produced by Absolute Design has been developed further to come up with the current concept. The working group has chosen 2 versions of the Sky Tip/ letter A design and chosen a number of colours to represent the sea, land and china clay. These versions were displayed at the recent consultations events and the public was asked to choose between them and make comment. From this exercise version 2 appears to more favourable with the public. Decisions on wording are currently being considered e.g. use of capital letters or no capitals; using ‘St Austell Clay Town’ instead of ‘St Austell Historic Market Town’. There appeared to be a degree of support for the use of ‘Clay Town’.  JK said that there was keen public interest in the branding and a significant number of the public had used the sticky dots provided to indicate their personal preferences and also added comments on ‘post it notes’  In terms of choosing a unique selling point (USP) for the area, public opinion was evenly spread between those USPs suggested by the working group i.e. great gardens, China Clay heritage, St Austell Bay and sports and leisure.  It was noted that there were quite a number of comments made about the future for retail in the town  It was noted that it might be inadvisable to use the term ‘The Clays’ with some communities in the China Clay area.  JK said that the working group will be meeting again to refine some of the detail following the consultation. It was acknowledged that you cannot please everyone but every effort will be made to establish a brand, though consensus, that connects with the majority of residents and business.  The group were asked to provide any further thoughts on branding direct to the working group.  LEAP Invoices – The group agreed to pay the invoices submitted by LEAP in relation to promotional items supplied to SABEF. This was approved subject to the understanding that the monies payable will be transferred into SABEF’s bank account by Cornwall Council.  The invoice totals are: 00005771 £576.00 inc VAT  00005835 £218.40 inc VAT  00005845 £1,152.00 inc VAT | **All**  **HN** |
| **6**  6.1 | **Update on SABEF Website**  PM reported on progress with the website. He said that the attempts to recruit an apprentice to support the development of the site have proved unsuccessful. The technical construction of the site is not the issue; the concern is that there is no resource to populate the site with information on a regular basis and this was to be the role of an apprentice.    He has subsequently approached Jessica Milne and Anne Chapman to ask them if they would be prepared to undertake some voluntary content management work on the site with a view to creating a business model that creates income and paid jobs. They are currently considering this and he said that he will know by Friday if they are able to work on it. If this works through he will have something visual to show the group by Oct with a view to creating opportunities for advertising in time for Christmas. Overall he said he was more optimistic now about the ongoing development of the site. Dave Halton will continue to be involved over the foreseeable future to support any technical changes that are required. | **PM** |
| **7**  7.1  7.2 | **Project Clay Town**  The Clay Town proposal written by Tim Smit and Dan James had been circulated for information prior to the meeting.  The group expressed their thanks for the work undertaken so far and will await updates on progress. It was acknowledged that the report is a good working document to take forward in discussion with key partners and funders including the LEP. A PDF of the document is attached.  There was a brief discussion on progress relating to the White Gold Festival. The developing association with Stoke, who are going to run the White Gold Festival in St Austell from next year, was seen as a very positive step. There will be a smaller event this year running for a week in October and Cornwall College and White River Place are working in partnership to produce a 30ft display on the wall opposite Prezzo. |  |
| **8**  8.1  8.2 | **AOB**  Formal letters of support for local projects included in the SABEF Investment Plan - The position with the following projects is as follows:  Eco Communities – letter drafted but not yet sent.  A30 Link – letter sent  Geo Thermal – letter currently in draft  JK reported on the recent visit by DCLG to local Coastal Community Team projects. He said the visit had been successful and DCLG were happy with the way the funds had been allocated and spent. It was noted that other organisations such as DCLG and Cornwall Council are very much aware that the local planning and delivery of projects to support the local economy and local communities are based on a coherent partnership approach. | **JS** |
| **9**  9.1 | **Next meeting**  The meeting closed at 10:10am. The next meeting is scheduled for Wednesday 7th September. |  |

Attached: PDF The Clay Town Proposal