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**Project Team Meeting**

**23 February 2016**

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| **Present** | |  |
| James Staughton | | St Austell Brewery (Chair) |
| Malcolm Brown | | St Austell Town Council |
| Tom French | | Cornwall Council – St Austell Bay |
| Dave Halton | | Chamber of Commerce |
| Peter Moody | | St Austell Printing Company |
| Ian Chalmers | | Phillips Frith |
| Doug Scrafton | Cornwall Council – Par/ St Blazey Gate | |
| John Kneller | | Market House/ St Austell BID |
| Fred Jackson | St Blazey Town Team | |
| Anne Chapman | Steve Double MP | |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council | |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council | |
| David Chadwick | China Clay Community Link Officer, Cornwall Council | |
| Rachael Bice | Strategic Environment Manager, Cornwall Council | |
| Matthew Vowels | Cornwall Development Company (CDC) | |

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| **Apologies** | | |
| Dan James | Eden Project | |
| Jackie Swain | | CEG |
| Dick Cole | | LAG/ Cornwall Council – St Enoder |
| John Hodkin | | IMERYS/ Eco-bos |

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|  |  | **Action** |
| **1.** | **Notes of the last meeting 25 November 2015**  These were accepted as an accurate record and were signed by the Chair.  Doug S asked that it be recorded that he is now a non-Executive Director of CC Group, the holding company for Cormac and Cornwall Development Company. |  |
| **2.** | **St Austell Resilient Regeneration (STARR)**  Rachael B gave a presentation about this project which will be submitted for ERDF funding in June 2016. The total cost is £20 million and it covers Sandy River, Par Moor with the majority for Par/ St Blazey area. Main match funder is the Environment Agency and it will take 4-5 years. The benefits are for reduced flood risk for businesses and houses in the area. The challenge is that the area used to be an estuary and there has been a series of flood events in recent years. There is a need for the area to work collectively on this project and this area stretches up to the A30. 400 swimming pools of water need to be stored in the whole catchment to reduce flooding in Par/St Blazey signficantly. Water courses have been significantly altered in this area making them straight, and the surrounding area is often lower than the river bed. The highways and railway infrastructure also affects water flow. There is a large adaptation needed for the area and also for the community that lives here to live with, and reduce, the flood risk. The water storage will have to be a network through modified landscape in the upper catchment. Landscaping in the urban area could help to develop an improved “heart of St Blazey” which would more attractive and also provides flood storage. Roads can also have increased storage through rain gardens – these have been used to good effect in Bristol city centre. Community engagement is key.  What is the cost of flooding that will be mitigated? There isn’t a local figure, but there are national statistics which show that small businesses recover slowly. The project will have measuring economic impact as part of its development; benchmarking will start at the end of this year. For the Environment Agency, this project would be a national leader – it is unique in addressing the upper catchment and lower catchment at the same time. Rain gardens fits very well with projects like Eden, Heligan and the greening area.  Doug S commented that flooding has a significant impact on the local economy and the community. This project would release land for economic development e.g. in Par Moor Road.  Dave H queried if there may be potential for use of water storage for hydro-electric projects.  Tasha D asked what might be the impact of the EU referendum. This is uncertain but the need remains so there would need to be a different conversation with central government.  Malcolm B queried if Sandy Hill would be removed if the project has to be scaled back? This is not the intention at the moment.  James S asked what help is needed and when? Advocacy with the business community is needed and to be included on the stand at the Business Fair. A letter of support was also agreed for the application. | **JS** |
| **3.** | **St Austell Bay Investment Plan**  **Project update**  David C was thanked for collating the Project update. 45 proformas were sent out and 26 received back. The others will be followed up but the main ones have come back. Key points have been captured, and some information is confidential for the projects. The proforma was a simple self-assessment with a status of red indicating significant barriers, amber indicating some issues and green is on track.  David C also reported that the Investment Plan has been sent to all the projects and wider stakeholders such as Councillors, parish councils, statutory organisations. Some projects have requested support from SABEF and procedure is needed to deal with this. There is a need to have a balance of opinions about projects. The aim of SABEF is to be a facilitator of economic regeneration and creating jobs. Where there are blockers, SABEF may be able to help.  Support from SABEF can be given in principle following a request which outlines the basis for support; support from the representatives of that geographical area is also needed.  Indian Queens industrial estate have requested support. David C to contact them for more information about the type of letter that is needed, and to consult Dick C.  M Brown commented that it was important to be clear that the comments come from the project, not from SABEF. Comments in the report about the Eco-town are not the viewpoint of SABEF. David C confirmed that the use of this project update is for internal SABEF use, it is not showing support.  St Austell Market House – 5 tenders received for feasibility work to be completed by the end of March. There is good progress.  Geothermal Energy Plant – Letter of support for this was agreed.  St Blazey Roundhouse – CDC are helping the Roundhouse CIC. Surveys are being undertaken; DB Schenken meeting tomorrow; buildings are owned by another private individual. Proposals to acquire both sites by the end of March. CRCC are helping draft a business plan for the business centre/ new premises. Currently used by light industrial use and there is desire to keep these businesses in St Blazey.  Pondhu House – surplus to requirements for CC but it is suitable for public service provision. The Town council have expressed an interest but it is subject to feasibility work.  Hospitality training – skills shortage for chefs and this is a joint project with the Eden to help provide training.  St Austell THI has been granted Stage 1 funding and the second stage is planning for submission in Oct.  A new update was available about Carluddon; the application has been submitted for ERDF along the same lines as previously.  **St Austell area ‘Ask’ / Economic Strategy**  Anne C referred to the paper which had been circulated. The key issue is to determine how progress can be measured. There are a lot of plans available – these were reviewed by CDC for the Investment Plan work but not many of these plans have targets for this area. Information about measures and targets should be sent to Anne C. Tom F reported that there is a GVA target for LEP, but some projects will produce improved aspirations. Princes Trust (Market House) there is a need to be part of an umbrella / are wide targets.  M Vowels has been working with officers in CC Strategic Planning and showed maps of the area with the projects highlighted. T Grove White (CC) has offered the following help:   * Prepare a Framework / Vision for the St Austell/Clay area that brings together the projects, which will help to show their linkages and in turn hopefully help future funding opportunities, as well as stimulate other projects.   CC officers also suggested that it would be good if SABEF could identify those projects that they believe require more resources; and of these which would represent their top priorities (e.g. top 5). This will support the vision/strategy work and some focus on addressing what / how / who might be able to support priorities within the community.  CC support is offered partly as SABEF is an organisation which could be a model which could be relevant to other areas of Cornwall. This offer was accepted with thanks. The maps are helpful maps and thanks were given to MV. It was agreed that the next project team meeting needs to agree the priorities.  The approach, with support from CC, was agreed. M Brown offered to help.  Tom F felt that there has been a lot of progress in this area which is being recognised. The Town Framework group also needs to know about this and update the economic part of the Framework.  James S commented that, through the contract between St Austell Brewery and British Airways, the St Austell brand will have a global platform so this is a key moment to move forward.  **Cornwall Business Fair**  Anne C referred to the report. Option 2 was agreed.  Anne C outlined initial ideas including using the film screen and CC will provide information about the A30 link road. The priority projects will need to be illustrated and champions needed on the day for each of the priority projects. It was noted that Trewhiddle is missing. There was debate about the title of the stand which could be St Austell Bay, Clay area, St Austell. Peter M reported that there has been some consultation with young people and residents and this supports the use of St Austell for this area. It was agreed that St Austell would be the title for this event and feedback would be encouraged on the day.  John K and James S to convene a branding sub group. | **DC**  **JS**  **HN/AC**  **JS/ JK** |
| **4.** | **Update on SABEF website**  Branding being developed with support from St Austell Brewery. Build of the website is going to start at the end of this week and the first stage would be a logo. This will take approx. 4 months. The confirmed funding partners are: St Austell BID, Coodes, Wainhomes, Cornwall College, Phillips Frith, St Austell Print, St Austell Brewery (£2000), 1st Web Consulting, Chamber of Commerce, Eden Project, Hawkins Motors, Lost Gardens of Heligan, CEG and Ecobos  Tom F proposed formal thanks to James and others for achieving this. Peter M confirmed that there would be a presentation at the next meeting and the aim was to launch at the Business Fair. A revised budget was circulated: £107,392 over 3 years with the aims of being self-sustaining after 3 years. The staff are a part time manager and 2 apprentices by year three. Sales would come from automation built into the site and a self-employed commission based sales person.  Dave H abstained from the vote. The budget was approved unanimously. | **PM** |
| **5.** | **Update on Project Claytown**  James S reported on a recent visit by Emma Bridgewater and Barney Hare Duke from Stoke. They suggested that this area should host an exhibition as part of the Stoke Biennial, rather than separate to it. An event which is a feeder event this year is still planned and then next year it would be a much bigger event. Alex Murdin has been identified as a potential project manager. There is a need to book the main events for 2017. The Stoke Biennial is 6 weeks – end Sept to early Nov. Half term week is the likely target for Cornwall. There has been an application to the Chain Clay Community Fund for £2000 towards the cost of the project manager with a decision expected soon. FJ suggested a mascot which is useful for marketing and including children. The festival will be called Whitegold. |  |
| **6.** | **Dates for the next meetings:**  James S thanked Fred for hosting the meeting. David C agreed to find a venue in the Clay area for a future meeting. | **DC** |