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**Project Team Meeting**

**29th November 2016**

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| **Present** |  |
| James Staughton | St Austell Brewery (Chair) |
| Tom French | Cornwall Council – St Austell Bay |
| Dave Halton | Chamber of Commerce |
| Jackie Swain | CEG |
| Malcolm Brown | St Austell Town Council |
| Peter Moody | St Austell Printing Company |
| Ian Chalmers | Phillips Frith |
| Doug Scrafton | Cornwall Council – Par/ St Blazey Gate |
| Anne Chapman | Programme manager |
| Dick Cole | LAG/ Cornwall Council – St Enoder |
| John Kneller | Market House/ St Austell BID |
| Fred Jackson | St Blazey Town Team |
| Tony Nethercott | St Blazey Town Team |
| Mike Stanford | Chamber of Commerce |
| Julie Seyler | Culture lead, Cornwall Council |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| David Chadwick | China Clay Community Link Officer, Cornwall Council |

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| **Apologies** |
| John Hodkin | IMERYS/ Eco-bos |
| James Mustoe | Steve Double MP |
| Dan James | Eden Project |
| Sally Foard | Cornwall College |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |

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|  |  | **Action** |
| **1.** | **Notes of the last meeting 22 June 2016**Notes were accepted as an accurate record of the meeting and signed by the Chair. Matters arising:* Following the helpful discussion at the last meeting, no proposals are being put forward to change the structure of SABEF at present.
* S Foard is confirmed as a Director with Companies House.
* Letters have been written to Sam Healy, Wellington Markets and to the Secretary of State about the A30 link. A reply has been received referring to money made available for the business case which Cornwall Council is preparing.

D Chadwick updated about the A30 link. Councillors were recently provided with an update: there are still 2 routes in Roche and west of Bugle utilising a haul road. The economic case is still key to the success of the business case. A newsletter has been distributed to households in the area – copy to be circulated. Both routes have some technical issues that need resolving and both routes will include improvements to surrounding villages, and a link to the CERC is also being designed to divert heavy goods vehicles from St Dennis. Business case has to be submitted by the end of March. M Vowels has been in discussion with A Chapman and other individuals about doing a business survey led by Cornwall Development Company. M Brown commented that the priority of this road is to provide a link to St Austell and schemes in surrounding villages could detract from that. What is the cost? The western route is slightly cheaper for the road but a new railway crossing is needed so it is a bit more expensive. D Halton commented that the western route appears to be more direct for St Austell. D Cole also pointed out that the eastern route is good access for the Clay area and both areas are within the area covered by SABEF. The Cornwall Local Plan was approved by Cornwall Council on 22 November. There is a period to allow for legal challenge, but this is not expected and it has been legally adopted. Eco-bos expect their planning application to be considered in March 2017 when a letter of support maybe be needed. | **HN** |
| **2.** | **Chairman’s Report**Following Whitegold, J Hodkin has reported that IMERYS has procured a China Clay water monitor for display in the town centre and it is being tidied up by apprentices for display.T French, J Staughton and A Chapman met with John Betty (Interim Economic Director for Cornwall Council). Kate Kennally gave her apologies. It was a positive meeting; John had previously worked with Bath and Stoke in regeneration. He was enthusiastic about the horticulture proposals as well as ceramics. He felt Ceramics was a preferred brand to clay. There are discussions across Cornwall for an increased economic development role in towns. J Staughton proposed that St Austell could be a pilot for this. Further feedback from John Betty is expected. A Chapman reported that the Programme manager document has been sent to Cornwall Council and the LEP. Meetings to follow this up did take place with Sandra Rothwell (LEP) and Glenn Caplin (CC). LEP feedback suggested that several of the roles outlined should be being delivered by Cornwall Development Company or Visit Cornwall already. CC were more positive about the benefits of a programme manager role and feedback was promised in December. Thanks were given to J Staughton for ensuring a meeting took place with John Betty as reported.Another strand of work has been to review with future of the BID in the town. Anne C, John K and Pete M met to discuss. The current St Austell BID is one of the smallest in the country which runs out in March 2018. Options for a bigger BID are a tourist BID or a larger whole area BID. The latter was discounted as impractical; a tourist BID would be better. This could include promotion of St Austell Bay as a brand, website development. Mike S has been looking at the rateable values in the area. There are 3098 businesses in St Austell Bay area (PL24, 25, 26) – 710 will be paying business rates from April 2017. Total rateable value is approx. £44m; the tourist businesses rateable value is £9.5 million – 1% would be approximately £95,000. Adding retail would be double this. The businesses have to vote for this – 51% of businesses and rateable value is the threshold. The offer therefore has to benefit all businesses who can vote including supermarkets such as ASDA and Tesco. British Destinations and Visit Cornwall are both supportive. Glenn Caplin (CC) may be able to fund the work to develop the BID. DCLG has a loan fund which could also be accessed. D Halton commented that thought would have to be given to the town centre and the continuation of the existing activities. F Jackson reported that St Blazey wanted to apply two years ago but they were told they were too small. It was suggested that it may be possible in two years with the CC team. J Kneller reported that the CC team is no longer in place and new BID applications have to be led locally. It was agreed to continue with this work.  | **AC** |
| **3.** | **Devolution**M Brown introduced the discussion - devolution is a way of saving services that would otherwise be cut and is different in each town and parish – there isn’t a standard package. St Austell Town Council is only 7 years old – previously the only town in Cornwall not to have a town council. The Town Council was created but had no assets or services transferred with it. St Austell Town Council has gone for package including open spaces, library and Priory and Tregonnissey Lane End car parks. All the car parks have been requested but only Priory and Tregonnissey Land End have been agreed. The town council should be able to run services more responsively and potentially to a higher standard e.g. standards of grass cutting will be higher. However the Town Council is less able to take financial risk than Cornwall Council; as a result of the transfer some liabilities that Cornwall Council was able to insure may not be insurable by the Town Council. In other areas of Cornwall, there is some tension between parish and town councils linked to devolution where town councils provide services which surrounding rural parishes are benefitting from, but not having to contribute financially.D Scafton commented that St Blazey / Par has a different approach to devolution with the lead being taken by community groups. Par Community Trust are negotiating to take over the library; Fourways youth centre has been taken on by local trustees in the past two years. Par running track will be taken on by a community group, rather than the Town Council. Smaller parish councils are often not well equipped to take on these services.A Chapman suggested that the Town Council has an opportunity to help the town centre by changing the charging regime in Priory car park. Mike S has done a lot of work on the impact of the charging and the relationship with footfall. Reduced charges will result in more footfall. M Brown commented that the town council needs to be cautious because it has to take assumptions about the income it will generate in order to set a budget. Town council income only comes from council tax, and income generation; the council tax rate is less than half the amount of the other town councils. J Kneller suggested that the town council should be more responsive than CC about changing the charging and a pilot to reduce the charges on one day which is a quiet day would be interesting; if income does stay the same but footfall increase then other charged could be changed as a result. M Brown welcomed a dialogue in the future with local businesses and confirmed that the car park order has to set the highest charge they can charge but the charges can be lowered without further consultation. |  |
| **4.** | **Update on Website**P Moody reported that the technical set up is making progress. A full time content manager will start on 1 Jan to develop the content and a launch is still planned for March. Progress is on track. A Bright Ideas application has been put in by A Chapman for more money as present resources run out in 6 months. £15,000 has been applied for: £5000 for the legal work and governance work to set the project up with appropriate legal documentation and £10,000 is for the content manager for a further 6 months work. The result of the application should be known by the end of Dec. D Halton stressed that the additional funding is to employ someone to do the content, not for the ControlMySales. Ian Chalmers reported that there is a sub account set up to manage this funding. F Jackson asked if the website could have an events website; research could be done by students if needed. P Moody agreed that an events page is important for the website and it will be established so that community groups can easily include their own information. There have been discussions with the college about supporting this. |  |
| **5.** | **Update on Branding** J Staughton reported that the idea of a St Austell Bay brand is still broadly supported. A branding paper is being drafted but there is more work to do on this. A brand needs clear guidelines which needs to be properly implemented. The brand also needs to link to branding and Whitegold/ Claytown. |  |
| **6.** | **Update on Project Clay Town**A Chapman asked about who won the competition which took place at Whitegold – H Nicholson to find out.J Staughton reported on discussions with Charles Richards, owner of TG Green company that produces Cornishware, and Tim Smit. This was set up by Emma Bridgewater. C Richards is keen to be involved – manufacture is about to move from China to Somerset. It is possible that C Richards and E Bridgewater could develop a retail outlet together; E Bridgewater has old equipment which is available for display and could be used for training/ small scale use - its not possible to use commercially. C Richards is meeting with Wheal Martyn and the Market House. Community Economic Development ProgrammeH Nicholson outlined the funding and support available to SABEF through the Community Economic Development Programme. The funding has to be formally applied for and the budget presented built upon the community consultation which took place at Whitegold and also allowed funding for the plan to be written by Anne Chapman. The budget was approved and will be submitted to DCLG. Great Place fundingSABEF submitted an expression of interest which wasn’t successful. Phil Webb from Restormel Arts has written in support of our bid. J Seyler outlined the expression of interest from Cornwall Museums Partnership, supported by Cornwall Council, which was successful. The Cornwall bid came from the experience of the Man Engine and is targeted to market towns. The aim is to develop a cultural proposition from each town to help the regenerate the town centre. £1.2m is to be applied for, to be matched by £1.8m – it is less than SABEF applied for so there will need to be some choices about what could be funded. CC may be able to put in some capital funding. The model would be put through a process based on the FEAST model which is a panel based central funding pot. Great Places is a new funding opportunity from the Arts Council, Heritage Lottery and English Heritage. Heritage Lottery is the main organisation so heritage needs to be a key aspect of the bid. The application needs to be submitted in 12 Jan 2017. The start is 1 April and it is a three year programme. Only 4 expressions of interest were successful in the South West and it is likely only 1 will to be approved – others are Weston Super Mare, Torbay and Gloucester. Next step is to share a draft of the full application with the Claytown group. D Cole commented that Claytown has been developed as an area wide regeneration not just the town centre. J Seyler felt that flexibility can be built into the programme.  | **HN****HN****JS** |
| **7.** | **St Austell Market House**J Kneller reported that, as a result of the Coastal Revival Fund funding, an options appraisal has been undertaken by Purcells. There has also been support from the Princes Regeneration Trust. Due to the size of the building, no single use has been identified; a range of uses is likely. The options need to be commercially viable and deliver community benefit in accordance with the articles of the CIC. Option 7 is the preferred option which should generate a surplus as a sinking fund. Uses include: Old Town Hall refurbished as a community space; artisan, micro distillery retail in the bottom floor; top floor as creative workspace. The Market House can also link to other heritage projects in the area and in the town centre. The cost is £8 million. A meeting with HLF was encouraging and a bid for £5million from Heritage Enterprise in March was suggested. £3 million shortfall needs to be filled. A meeting with Cornwall Council has taken place to help identify match funding sources and key stakeholder consultation is planned for Dec and public consultation in Jan. A letter of support from SABEF was requested and agreed. | **JS** |
| **8.** | **Any Other Business**P Moody reported that the Chamber of Commerce has been approached to help the Arts Centre to secure future funding. Long term aim could be to reinvent Daphne du Maurier festival within the town. Cornwall Council has money available for 4 arts centres across Cornwall while the Hall for Cornwall is closed for 18 months for renovations. St Austell Arts Centre or Keay Theatre are options for development and St Austell needs to put forward a preferred option. M Brown reported that the Town Council has been putting pressure on the College to increase its use but this hasn’t made any progress. Support from SABEF from this would be welcome. D Halton asked for an update on Eden’s Geothermal application.  | **DJ** |
| **9.**  | **Dates of the next meetings:**All 9-11 a.m., provisionally at St Austell Brewery conference centre, although venues may change:Wed 22nd FebruaryTue 4th AprilTue 20th JuneTue 5th SeptemberTue 7th November |  |