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**Project Team Meeting**

**7th September 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 | |
| John Hodkin | | IMERYS/ Eco-bos |
| James Musote | Steve Double MP | |
| Anne Chapman | Programme manager | |
| Mike Stanford | Chamber of Commerce | |
| Jessica Milln | Independent researcher (Branding Group) | |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council | |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council | |

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| **Apologies** | | |
| Dick Cole | | LAG/ Cornwall Council – St Enoder |
| John Kneller | | Market House/ St Austell BID |
| Fred Jackson | St Blazey Town Team | |
| Dan James | Eden Project | |
| David Chadwick | China Clay Community Link Officer, Cornwall Council | |
| Sally Foard | | Cornwall College |

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|  |  | **Action** |
| **1.** | **Notes of the last meeting 22 June 2016**  Spelling of Jessica Miln to be corrected. These were accepted as an accurate record and were signed by the Chair.  Matters arising: Invoices have been settled and a letter has been sent in support of the Eden Project’s geothermal application for EU funding. |  |
| **2.** | **Chairman’s Report**  A Programme Manager has been an identified need for SABEF for quite a while. A Chapman has been approached to create this role, which will be advertised, and which will need to raise funding for the salary. J Staughton proposed that this post is created and advertised. T French agreed that there is a need for a post, and there is no risk for SABEF given the requirement for the post to be self-funded. J Hodkin asked how long it would take to get someone in place as there may be a need for an interim appointment. It was hoped this this could take place within a couple of weeks. This was agreed unanimously and J Staughton/ A Chapman will follow up with details.  J Staughton introduced the idea of having Associate Directors on SABEF. Associate Directors would be able to attend meetings, and support the work of SABEF, but do not have to be formally appointed as Directors i.e they would not have a vote. T Davis agreed with the idea of Associate Directors, and the group should look to increasing business representative from the outlying areas. D Scrafton felt that widening the group to enable other councillors in the area to be involved may also be beneficial. M Brown felt it may be sufficient to invite appropriate people at the appropriate time. P Moody felt that Directors should stay the same as far as possible, but that other input would be useful. M Stanford commented that Associates shouldn’t be referred to as Directors as this was confusing. Consideration may be needed about the structure going forward; particularly having a balance of private and public sector is needed. Further proposals will be brought to the group.  Sally Foard has agreed to become a Director. It was agreed to appoint her – proposed by J Staughton and seconded by D Scrafton. This was supported unanimously.  Sam Healy, Wellington Markets, has been in touch to request a letter of endorsement for Cornucopia. This will help them attract investment; it is not in support of a planning application. Support in principle was agreed.  J Kneller suggested that SABEF approaches the new Transport Minister about the A30 Link. This was agreed.  Post Brexit – Kim Conchie, Chairman of Cornwall Chamber, is preparing a letter on behalf of businesses to outline support needed in this area. It will be an open letter to MPs, Cornwall Council and LEP. This will be circulated for signatures before publication.  Eco town update – Local Plan hearing has taken place and the Inspector has published a draft report. Comments were invited and various representations have been sent to this. The final inspectors report is awaited. Once this has been received, Cornwall Council will need to formally approve the Local Plan. The planning application is with Cornwall Council and will hopefully be progressed soon. SABEF will have a formal vote on this in due course.  ESAM is the only building in the development with planning permission and is waiting ERDF funding. There is some consultation taking place about possible providers of the proposed school. | **JS/ AC**  **JS**  **JS**  **JS** |
| **3.** | **Update on Project Clay Town**  The prospectus has been amended but is nearly final. M Stanford agreed to proof read it. It will need to printed so that it can be sent to MPs, Cornwall Council etc. P Moody has agreed to provide these. The budget is a potential budget; it is deliberately ambitious and responds to the question posed by Cornwall Council and LEP who have asked what the area wants. The aim is to go to the press in week leading up to the Whitegold Festival on 1 October. A small leaflet to hand out at the event would be useful. Anne Chapman to draft with Eden. This should also be made available electronically via social media. So far the media response has been quite positive, although there hasn’t been a planned media strategy so far.  Whitegold is a day of events in the town centre on 1 October, 10-4 p.m. Eden have created the publicity and brand so far free of charge; this doesn’t have to be permanent. This is a pilot to plan for the Bienniel Festival with Stoke next year. An Arts Council grant has been secured to fund this. IMERYS could provide some information about modern uses of clay. J Hodkin to be invited to appropriate Clay Town meetings.  Community Economic Development (CED) programme  The CED Programme is from Department for Communities and Local Government to help 20 deprived communities develop their own community economic development plans.  The programme provides specialist support, advice and grant funding (up to £5,000) to help residents, local businesses and public sector organisations to work together.  An application has been made by SABEF to support the Clay Town work as the guidance suggested that there needed to be a focus for the plan. The application was for community consultation on mosaic projects planned for the town centre and community engagement. The proposal is to use the results of this community engagement in funding bids. There is a requirement to attend an induction event and H Nicholson and D James are due to attend.  The Great Place Scheme  This is a pilot programme set up by the Heritage Lottery Fund and Arts Council England. The Scheme offers grants between £500,000 and £1.5 million for place shaping activities to be delivered over a period of up to three years.  CRCC has approached SABEF to be a partner in a bid. They have been working with St Austell Arts Centre to help ensure they have a sustainable future. They are another cultural organisation in St Austell which can be part of a cultural regeneration programme. CRCC have offered to write the bid and they have a track record in bid writing and project management.  CC has encouraged St Austell to put in a bid for the area. It will be competitive, with only 1 or 2 in the South West region. Cornwall is being encouraged to submit a bid. Tangible outcomes are needed and the Clay Town proposals will be the basis of the bid. It was agreed to put in a bid.  The Keay Theatre is an under used resource in the area and it could be better used. Cornwall College should be approached to support this. | **AC/ DJ**  **HN** |
| **4.** | **Update on Branding**  J Staughton expressed thanks to J Milln for carrying out the survey and presenting the findings. J Milln presented the results of the branding consultation (see presentation). The online survey built upon the public consultation in the town centre. This tested blue colours as well as present colours used by SABEF.  1053 have taken place in the survey. The results have been consistently the same as numbers of respondents have built up. Key findings are that Clay town needed to be part of something else, not on its own i.e. historic clay town, heritage clay town, heart of clay.  J Hodkin commented that St Austell Bay is aspirational but may not have ownership/ relevance to clay villages – we need to be inclusive. The branding initiative is needed to address the poor perception of the area. The town centre has a poor image and it does detract from the image of the area. This work is about branding the whole area, it isn’t going to have geographical boundaries. SABEF needs to take a lead on this, although it is unlikely to have 100% support. There may be a need for the town centre to rebrand itself within the area wide brand.  “Discover” is an important marketing word. This captures the passion of the area. T French thought it was important to pay to the strengths of the area. J Swain suggested that this will drive footfall to the area, and the town centre will benefit from this. The Bay is a real strength.  Piran Fisher has done another film to help address the poor perception of the town centre.  M Brown supported the initiative; the research and work has been very good. D Scrafton also endorses this.  Logo designs are needed to be part of the brand and drafts were circulated. The proposals build upon BID branding work, and the public consultation. Comments were welcomed:   * T French felt that the positioning of the words is not important; vibrant colours are preferred * D Scrafton - Preference for online title and vibrant colours * I Chalmers - Blues / greens are not as distinctive and there are too many blues. * J Swain – vibrant colours – using a palate for different events would work well. * J Hodkin suggested a strapline should be added “Clay to Coast” could be added and that this should be tested with new investors/ business. * J Milln preferred the title split i.e. Bay underneath as this does give a focus on the Bay rather than St Austell.   Further work will be done on this by the branding group. |  |
| **5.** | **Update on Website**  The delay has been due to the need for a content manager – someone has been identified for this and will be confirmed soon. The website will cover the whole area and the key is to get people using the website as this is key to getting publicity. It is very ambitious and it is hoped that this will make good progress now. |  |
| **6.** | **Facebook strategy**  This is proposed as a way to improve information about SABEF and transparency about its activities. This won’t duplicate the website. It was proposed to have information about directors on the page. It would also help to share the product of the work that SABEF has done e.g. the Investment Plan and Prospectus. It was felt that documents and information such as this are static and would be better made available on the website. D Halton said that the website domain name sabef.co.uk has been secured and is available free. It was agreed to wait and put this information on a website. | **AC** |
| **7.** | **Any Other Business**  A Chapman reported that Wheal Martyn is holding a consultation event this afternoon about their future plans. T French reported that Mr Hocking has agreed that the wall of Mustof Jacks in Biddicks Court can be decorated with a mural or similar.  J Swain updated the group about the progress for The Beach at Carlyon Bay. Construction work is on hold for now as CEG ascertain market conditions. There has been good support for the events on the beach and this will continue next year. Carlyon Beach remains open to all. |  |
| **8.** | **Date of the next meeting**  29 November, 9 a.m. at St Austell Brewery Conference centre. |  |