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**Project Team Meeting**

**10th September 2014**

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| **Present** |  |
| James Staughton | St Austell Brewery (Chair) |
| Malcolm Brown | St Austell Town Council |
| Fred Jackson | St Blazey Town Team |
| Tom French | Cornwall Council |
| Chris Witt | St Austell BID |
| Peter Moody | St Austell Printing Company |
| Ian Chalmers | Phillips Frith |
| Dave Halton | Chamber of Commerce |
| Jackie Swain | CEG |
| Abid Hussain | Cornwall College |
| Helen Nicholson | St Austell and Mevagissey Community Network Manager, Cornwall Council |

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| **Apologies** |
| John Kneller | Market House |
| Dick Cole | LAG |
| John Hodkin | IMERYS/ Eco-bos |
| David Pooley | St Austell Town Council |
| Dan James | Eden Project |
| Martin Eddy | China Clay, St Blazey/Par/Fowey Community Network Manager, Cornwall Council |

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|  |  | **Action** |
| **1.** | **Welcome and introductions**JS reported that Tessa Claridge has stood down as she has a new post as Head of Young People. Abid Hussain, Head of Locality, was welcomed as her replacement representative from Cornwall College. |  |
| **2.** | **St Austell Transformation**The working group includes James S, Chris W, John K, Tim Smit and Dan James, and others from Eden including Jane Knight and Sue Hill. The next meeting is next week which will continue to develop realistic proposals for the town centre. C Witt met with Imerys representatives and Wheal Martyn to discuss the ideas which have been supportive. James S has met with Paul Jackson (potter) and Charlie Ratcliffe (Old Press). Contact has also been made with the Cornwall Ceramics and Glass Group who don’t have a main location at the moment. The Market House could be a base for them. Jenny Bevan is part of the group and is a local ceramics artist, specialising in china clay. The aim is to present firmer proposals to the Town Council on 3rd Nov with a three year budget. The project is large scale, and is likely to be phased. One idea has already been implemented - St Austell Brewery has already purchased two tuk tuks to take visitors into the town from the Visitor centre. The aim is to get a three year budget. |  |
| **3.**  | **Website**The working group is James S, Fred J, Peter M, and Dave H. Discussions have taken place with New Mind, but the platform they provide has limited commercial potential for being self funding. The working group has recommended that Dave H develop a package which does deliver the website. The website is aimed at “something for everyone” – for visitors, residents, and businesses. It would provide local business for local businesses. The website would have automation and micro-management which New Mind couldn’t offer. It needs to be self financing within a short time. Revenue would come from advertising packages – all local businesses can be added free and then they can buy additional packages with costing. There may also be a category of Founder Sponsor at the start, and also a “friends” category. These would provide the funding to start. The aim is to get 20 Founder Sponsors to start the work. A three year budget has also been presented including the staff costs, design, website management and marketing. Dave H has got [www.staustell.co.uk](http://www.staustell.co.uk), [www.staustellbay.com](http://www.staustellbay.com) was purchased by Sam Weller, [www.staustellbay.co.uk](http://www.staustellbay.co.uk) is being used by Andy Ward. The website would support inward investment into the area. J Miln has produced a paper about “Core Values” which may be useful to discuss in the future as there is a need to target the types of business we want to attract.Questions:How many business are in the area? 2000 was suggested. A business list is available from business rates, or from the Post Office. Post Office will be more comprehensive.Are bookings being considered – there are discussions taking place with Andy Ward who has a booking facility. Merger with his website has been ruled out. Control my Sales will build the website but not design it. Gendall design and Cornwall College would be approached for design support. Is there is a risk being taken with a smaller company in terms of business continuity? This is an acceptable riskThe business plan presented was endorsed.Action:Background papers about the values for the website and St Austell Bay to be circulated.Suggestions for potential founder members to be sent to J Staughton in in the next month. | **Dave H****ALL** |
| **4.** | **St Austell Bay area Plan for Investment**The working group for this is H Nicholson, T French and M Eddy. Since the last meeting funding has been secured from St Austell Town Council and Cornwall Council has also agreed to allocate time from their CDC contract. T French has revised the list of projects into theme and CDC have made some suggestions of projects to add. They would like contacts for each project. However, there is still a degree of uncertainty about the funding criteria for the new European programme so analysis and prioritisation of projects still needs to wait. Additional projects need to be added, and groups of projects need to be disaggregated. Further information about local economic projects from the LAG are needed. Regular updates from LAG would be useful.**Action:**Additional projects to the sent to H NicholsonH Nicholson to consult LAGJ Kneller submitted the following update on projects * Market house – HLF bid expected 2015. The Market House has held 3 Artisan Markets which have been well attended by public and traders alike, we now have a programme through to Christmas with a market on the 1st and 3rd Saturday of every month. This activity has increased interest in units and we are hopeful that all the units downstairs will be let in the coming weeks. The ceramics centre idea fits well with the ongoing use of the building. The HLF lottery bid will be made in 2015. The increasing community engagement with the Markets and Friends programme will be of enormous significance,
* Old Vicarage Place- The Together St Austell team have met every fortnight of 2014 to drive this (and other projects) forward. There should be a Pre-App in planning in the next 3-4 weeks.
* Town Heritage Scheme – This has been submitted, the Market House was a key part of the submission, and we now wait and see the outcome, the total bid is in the order of £1m.
* Market House – See business as usual comment above.
* Council Offices – Ellandi have made various representations to the Council. J Kneller is to meet with Mark Robinson this week to discuss how the current Council budget cuts may improve this case.
 | **ALL****HN** |
| **5.** | **SABEF structure**SABEF needs to have a legal structure to handle money. The website project requires a legal body. There is a company associated with MCTI was set up – St Austell CIC which has four directors and a bank account. A Community Interest Company (CIC) is a company which is not quite a trading company or a charity. Charities are highly regulated. CIC’s are registered with Companies House and are set up for the benefit of the local community. CIC can be limited by guarantee or have shareholders. This is a suitable vehicle for SABEF because it is trying to benefit the whole community. **Action**: JS and IC to work on this. TF to provide St Austell CIC articles to JS and IC | **JS/ IC****TF** |
| **6.**  | **Any other business**On Wed 11th September there is an executive meeting of the Town Team which will ratifying their working groups. Links to SABEF can be developed once these are known.Abid Hussain started on 1 Aug working for Cornwall College. His remit is to use the assets of the College for the benefit of the community of St Austell. Dave H queried if SABEF had a role in promoting business investment in the area. It was suggested that the Chamber of Commerce should start this. Date of next meeting is Tuesday 18th November, 9.00am – 11.00amThe Forum in Nov will be postponed until there is something tangible to report from the working groups.Action: J Staughton to produce a timetable of dates for 2015 | **JS** |