****

**Green and Whitegold Group**

**28th October 2019**

|  |
| --- |
| **Present** |
| Dan James (Chair) | Eden Project (SABEF Director) |
| Richard Hurst | White River Place (SABEF Director) |
| Chang Li | Pinetum |
| David Pooley | St Austell Town Council |
| Helen Nicholson | Cornwall Council |
| Dr Katie Bunnell | SABEF team |
| Darren Hawkes | SABEF team |
| Nikki Hotchin | SABEF team |
| Cat Radford | SABEF team |
| Lorna Tremayne | Heligan  |
| Annette Miller  | St Austell BID |
| Pete Moody | St Austell Print (SABEF Director) |
| Alex Murdin | SABEF team |
| Alisdair Moore | Heligan |

**Libby, Phelp Marketing**

|  |
| --- |
| **Apologies** |
| Paul Jackson | Ceramicist |
| Nikita Brown  | Wheal Martyn |
| Mike Hawes | SABEF team |
| Duana Pearson | SABEF team |
| Anne Chapman | SABEF Director |
| Paul Stone | Eden Project |
| Victoria Reece-Romain | Culture Officer, Cornwall Council |
| Gail Matthias | Plymouth University |
| Gary King | St Austell Town Council |
| Robin Andrew | Cornwall Council |
| Jenny Beavan | Ceramicist |
| Stephen Felmingham | Plymouth College of Art |
| Richard Pears | Cornwall Councillor for Mount Charles |
| Cookie Scottorn  | Ceramicist |
| Amanda Wood | Cornwall College |
| Charlotte Bond | Kneehigh |
| Tim Styles | St Austell Town Council |

|  |  |  |
| --- | --- | --- |
| 1. | **Notes of the last meeting held on 5th September** Additional resource is being explored to improve PR and give more publicity to the events, international prize etc. Chris Taylor, met with D James and P Moody and training in St Austell will concentrate on technical courses. The new Principal, John Evans, has also met with Pete; had a meeting and introduced the work of SABEF. There may be some money available to help the use and development of kilns as a training resource. There will need to be a feasibility study completed first.It was confirmed that the Market House will house a kiln and discussions are on-going. |  |
| 2. | **Feedback on Whitegold Festival 2019** C Radford gave a report about the Whitegold Festival 2019. A photographer was employed to capture the festival and took over 100 photographs which will be shared with traders and performers supporting them. Traders were positive about the experience, particularly about the support from White River Place team who were formally thanked. Questionnaire evaluation – same questions as previous years. More people are feeling that St Austell celebrates its clay heritage (synopsis available of the evaluation from C Radford.) The relationship with the prize worked well. 50:50 spend on artists and overheads (Budget was £35,000) and there is budget left to invest in infrastructure for next year.Areas of improvement include: greater density requested rather than spread all over town; Biddicks Court didn’t really work. Need more people for festival team, particularly set up. Sign posting could be improved. Wet weather options need exploring and there are small programming improvments that could be made. Next year the International Prize has a food theme which will work well with the festival and there will be commissions from this years prize to include. There is already too much content for next year; the date will be 19 Sept. More food stalls may be needed but need to think about the impact on the local cafes. Outside food stalls help create atmosphere. Food outlets in town reported an increase in trade.Old Vicarage Place could be included next year.There was no input from St Austell College this year – only input was from the Plymouth College of Arts. |  |
| 3. | **Garden Festival 2020**C Radford will be supporting D Pearson with the delivery of this festival. A vision meeting has taken place and the aim is to have more content and higher profile. A meeting is planned with Janine Sargent from St Austell Town Council and schools are being approached; the theme for school competition is Beach Plastic. |  |
| 4. | **Ceramic masterplan update** (see attached presentation)**Brickfield update**A film of the whole Brickfields project has been made and the site will be closed today but equipment will be kept on site. John Osbourne has been involved and a follow on project is being developed next year with John and one of the artists who were not successful in the International prize. A case study evaluation has been completed and the team are hoping to have a mobile version as there have been requests to go to various clay villages and there are good links with Stoke.Brickfields has a £35,000 budget and is aiming to do more next year to make more bricks and to create something – not enough bricks to do that this year. There are proposals for artistic projects in other parts of the masterplan which are being explored.**International Ceramic prize** – 10 shortlisted artists submitted proposals and the judges met to reduce the list to 5 and then privately nominated their preferences.Feedback was that generally there was a good mix of submissions and outcomes from the competition. The winners would be announced once the PR company has been appointed.**The Hive** – this is delayed because of difficulty finding a contractor to replaster the wall and install it.**Carlyon Road Bus shelter** – tiles being designed with local links using popular characters and imagery with a local twist. Aim is to get installation by the time of the Tour of Britain in 2020. **Art in Public Places** – 3 open competitions have been launched:* Tremen–a small covered passageway -Grants Walk
* Ope–Chandos Place, an alley in the heart of the town
* Treudhow–a focal point on the western end of Fore St

Closing date is 22 Nov and the selection panel meet on 4/5 Dec. Details have been sent out locally and to known artists. Additional publicity would be welcomed.Kres is the signature town centre public art project. The brief has been sent to 30 reknowned artists globally. Budget is £95k – artists will be invited to come here before final design is chosen.Other locations for public art are:* Pinetum - brief has been written
* Mevagissey roundabout
* Small commissions for the town centre
* Priory road car park
* Market House planters and kiln
* Creative front – shop sign in ceramics
* Linear park and clay country community engagement projects
* East Hill - Emma Bridgewater is still planning to put something on a wall.

Contact has also been made with David Hawkins who is from Cornwall; he is a Dean in a college at Stoke. They are investing in ceramic research which St Austell can benefit from and working with a ceramic historian from China. He is keen to come down here and could meet with John Evans.All these projects need to be delivered by end of August 2020. Mike Hawes is working on a plan to look into permissions etc. so that this deadline can be met.D Hawkes raised the issue of signage having a common brand. This is a common theme for several projects; Linear Park signage brief is in draft. It was agreed to develop some consistency.  |  |
| 5.  | **Garden Town update**Cormac is waiting to provide prices for works on the A391; have been waiting for a month. Design for the Brit Roundabout is being developed with Jenny Beavan and Wyevale. Trewiddle roundabout has been designed by the developer. P Moody to contact Wainhomes about the planting. There has been contact by St Austell Voice about weed spraying on the A391. A statement would be prepared to explain the use of weedkiller and the 3 different approaches which are being used in the area.It was suggested that there has been lots of positive comment about Trenowah Road; photos are available and a positive story should be put out. It is important to be positive about the vision.There is an aspiration to get more publicity for the wider project in local press. PR is still planned but this has been delayed. H Nicholson asked if the Mount Charles roundabout design could be shared with Councillors as that site is likely to be sensitive. This was agreed. |  |
| 6.  | **Any Other Business**Mural in White River Place is nearing completion. The town centre has achieved Gold Award and best BID in the South West as part of the South West in Bloom competition. There were positive comments from the judges:“A thriving, vibrant town in spite of the current economic climate. St Austell appeared to be a delightful place to work and shop. There is excellent collaboration between all the agencies involved, both voluntary and statuary. The BID money is being managed and used very wisely on a wide variety of initiatives”.Christmas publicity is starting and A Miller requested suggestions for sites for banners.P Moody commented that the Design team will be meeting Eco-bos team to help influence its design. Their visitor centre aims to be open in spring next year. J Staughton and P Moody are planning to meet Glenn Caplin and others about continuing beyond the end of this project. |  |
| 7. | **Dates for future meetings*** 2 Dec
 |  |