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**SABEF Executive Directors Meeting**

**27 November 2019**

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| **Present (D = Director)** |  |
| James Staughton (D) | St Austell Brewery (Chair) |
| Peter Moody (D) | St Austell Printing Company (Vice Chair) |
| Ian Chalmers (D) | Phillips Frith |
| Anne Chapman (D) | Management Team |
| Dan James (D) | Eden Project |
| Sally-Ann Saunders (D) | China Clay parishes  |
| Malcolm Brown (D) | St Austell Town Council |
| Richard Hurst (D) | White River Place/ St Austell BID |
| Ashley Shopland (D) | IMERYS |
| Jenny Moore | St Blaise Town Council |
| Tristan Netherton | Chamber of Commerce |
| Robin Andrew | Cornwall Council |
| Nikki Hotchin | St Austell Market House/ SABEF project manager |
| Darren Hawkes | Darren Hawkes Landscapes – Garden Curator |
| Alex Murdin | Rural Recreation – Ceramic Curator |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| David Pooley | St Austell Town Council Clerk |
| Grant MacDonald | St Austell Market House |
| Libby Milla | Marketing Curator  |

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| **Apologies** |
| Dick Cole (D) | LAG/ Cornwall Councillor – St Enoder division |
| Tom French (D) | Cornwall Councillor – St Austell Bay division |
| Jacky Swain (D) | CEG |
| John Hodkin | IMERYS/ Eco-bos |
| Jordan Rowse (D) | Cornwall Councillor – Par and St Blazey Gate division |
| Chris Taylor (D) | Cornwall College |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |
| Richard Pears | Chamber of Commerce |
| Mike Hawes | Mei Loci – CCF Masterplan |
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| 1. | **Notes of the last meeting** These were agreed as a accurate record. Matters arising not on the agenda were:* Joint communications between SABEF and the Community Network Panels have been agreed with representatives able to report to panels. Panels are public meetings and SABEF representatives are welcome to attend.
* Spaceport letter was sent
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| 2. | **Market House**Grant MacDonald, Chair of St Austell Market House, gave a presentation outlining the history of the Market House and the changes to the Board of Directors. The previous Board commissioned a report from Purcel and other consultants which led to a Heritage Lottery Fund application. Unfortunately this was not successful. There is now a new Board with a range of skills. The vision is: To create a community space, cultural space, a place to bring communities together and which provides a sense of community. This will reinvent the building to be a vibrant hub, with commercial space for independent and niche retailers, artists, caterers and crafters to showcase their products and services. The current state of the building is not good; the Town Hall roof is falling down, the main roof has water ingress and water drainage system also has water ingress. Maintenance work is underway to upgrade the guttering, main power supply, lighting. Empty units are being refreshed and re-marketed, toilets and side entrance are being improved. Feedback so far is that people are pleased that something is happening. Previous vision was for significant works to take place at the same time, so the building would have been closed. Now adopting a phased approach, but not adopting everything in the original business plan. Phase 2 will be to reinstate the Town Hall, Phase 3 will be to mend the roof. Further phases depend on the future demand – an artistic hub may be possible.Current unit occupancy is 70% but those that are vacant are not available for use. There is a waiting list for businesses. Future business could include an artisan café, TIC, larger museum, enhanced artist and ceramic displays and more events. A caretaker will be hired.Townscape Heritage Scheme and the Market House are funding improvements to the front and side elevation of the building. The work includes new windows and doors in the front, removal of internal partitions and suspended ceilings to reveal the original vaulted stone ceilings and new ceramic signs.Various funding routes are being pursued. Applications have been made to Architectural Heritage Fund and Power to Change. National Lottery Heritage Fund is still a possibility in the future.SABEF support to include the Market House as a venue for the Garden and Whitegold festivals has worked well and the Directors have agreed to house a pottery kiln from Falmouth University which has created interest. Paul Jackson (potter) is going to help design some planters for the windows. Artists are identifying the Market House as a place which is good for exhibiting ceramic work and other products. Rental income has increased from £27,000 to a forecast of £45,000 next year. There is potential for £20,000 per annum more if the Town Hall was available for use, but this needs £200,000 in repairs. Other support from SABEF which would be welcome includes letters of support for funding applications. Sharing the new vision and new Board members would be welcome. A structural engineer was part of the Board, but has moved away. Architectural expertise would be very helpful.J Staughton asked A Murdin if an art installation be fitted into the Market House as part of CCF project. D James will also provide a list of private charitable trusts that may be able to help.P Moody requested a list of the redevelopment phases with estimated costs as this would be helpful for future area wide funding opportunities.The Directors decided to sell an adjacent property, No. 3 Market Hill which is providing match funding.D Hawkes commented that he has recent experience from another project which is looking to provide accessibility to a Grade 1 building. Improvements should be possible, even though it is listed. | AMDJGM |
| 3. | **Position of Chair**James Staughton is retiring from St Austell Brewery at the end of January 2020; he will be President but that has no official status. He felt this was an appropriate time to consider the position of Chair of SABEF.J Staughton left the room and P Moody took the chair. The SABEF constitution says: “10.1 The Directors may appoint one of their number to be the Chair of Directors for such term of office as they determine and may at anytime remove him or her from office”.P Moody nominated J Staughton to continue to be chair. This was unanimously agreed.J Staughton returned and took the Chair. He thanked the Directors for their support and expressed his enthusiasm to work with SABEF as there was unfinished business to address. |  |
| 4. | **Chairman’s announcements**J Staughton reported that he had met Glenn Caplin with Peter Moody and Dan James about future funding opportunities. Glenn Caplin confirmed that St Austell is not in a disadvantageous position with regard to future funding. The LEP and Cornwall Council have found it useful in other areas to have an investment portfolio which can be reviewed when funding announcements are made. J Staughton is writing to the Leader of Cornwall Council, Julian German, to ask for advice and support to put this together. R Andrew commented that the Cornwall Council budget for economic development is declining. Locally generated schemes are becoming more important. There is also a developing Industrial Strategy, led by the LEP, which will become more about ‘place’. Any place that can articulate its priorities will find it easier to access future funding.P Moody outlined that this would also consider property owned by Cornwall Council and other public sector organisations. The suggestion is to create a working group to look at this if agreed by Julian German.R Andrew announced that he will have a new job as Head of Environment for Cornwall Council and will stay involved in the future because of the strength of involvement of SABEF with environment funding, including the STARR project. |  |
| 5. | **SABEF Coastal Communities Fund (CCF) - Branding** J Staughton introduced this item, explaining that this is a direction of travel for the future, which will evolve and change. Libby Milla has been employed to co-ordinate marketing and PR for the CCF project. There will be additional support for PR locally and nationally brought in when needed. L Milla gave an update. A presentation has been given to Eco-bos about the CCF project which will be a template for use with other groups. Design templates have also been developed for adverts and press releases. The Whitegold logo is being kept but the aim is to use a consistent font, incorporate the triangle imagery and photography.Websites will be refreshed in the next few weeks with this branding.R Andrew asked how this linked with the Thinkingplace work which was funded by Cornwall Council as a pilot for other areas. There is a need to demonstrate that over £70,000 of public funding has been invested for long term benefit. This will evolve in the future. This branding is for the CCF project and SABEF; further funding for the branding of the area is needed. The Thinkingplace work helped to tell the story of the place and provided the brief which the project branding has ee built upon. To continue to work with Thinkingplace would have been much more expensive. There is a need to demonstrate the current project activities are part of the same project. This logo shows that its part of the same project. It helps create something which could have an international ‘presence’. The floral design was not felt strong enough for marketing purposes.A Chapman commented that MHCLG is keen on good news stories and press releases need to go to them and there is standard language which needs to be included. The logo for Coastal Community Fund also needs to be included.R Hurst proposed that colours from Thinkingplace would help create a visual link with that artwork and story. J Staughton agreed to consider this. | JS |
| 3. | **SABEF Coastal Communities Fund**N Hotchin referred to the Project Highlight report which will be circulated. Discussions are taking place with Matt James from Eden Project about improvement works at the train station. The International Ceramic Prize will be announced in the publication Ceramic Review in Jan 2020. Brickfields will be extended and engagement with community is taking place through a number of networks locally. Social media activity report – 2500 hits on the website. Looking forward, there will be increased PR over the next few months. Masterplan update – Garden TownD Hawkes reported that there is good progress in delivering a wildflower corridor and renovations to the roundabouts along the A391. This will start in Feb and March. There is now an appointed contract manager at Cormac and this will use 90% of CC match funding. There is also input from the Making Space for Nature project run by Cornwall Council with EU funding; this has added 1000 sq m of wildflowers. In total there will be 7000 sq m in meadow style wildflowers.. Concept proposals for Mount Charles roundabout have been shared with local councillors. Feedback was not wholly positive, suggesting that this is a gateway to Charlestown and therefore it should have a maritime theme. D Hawkes felt that the Memorial gardens is a better place for that and the anchor will be relocated there and can be added to. It was felt important that St Austell was the theme for the roundabout. D Hawkes is giving a presentation to the Town Council on Monday, 2 December. Wendy Earle has made a request for more tree planting in response to the climate emergency. 13 trees are proposed to be planted which will add autumn colour, particularly around the Porthpean junction. These will be large trees and there could be a phase 2 to include more trees. At a recent Tree warden conference, land was identified as a significant constraint to planting trees. A previous offer of trees from the WI couldn’t be accommodated. Additional places in the town are be reviewed if the funding is available. D Pooley reported that the Town Council is planting bigger trees but planting less of them as the success rate is much better. A Shopland commented that Imerys has offered to help provide land to help with the aspiration of achieving a Forest for Cornwall. Some of this may include land along the A391.The Brit roundabout is part of the work which has been agreed. J Moore has been in discussions with Par Garden Centre who would like to provide some sponsorship but they are not funding the whole thing. There was some discussion about this offer and the following points were made:* Other funding sources and businesses are involved in other aspects of the project and publicity needs to be fair
* Cornwall Council has clear policy. Town and parish council have the first option; then any business can adopt a roundabout.
* It is helpful to give publicity to the project and use its logo as this raises the profile of SABEF. BID are doing this more as previous feedback said that people didn’t know who contributed to the work.
* Coastal Communities has a logo
* Sponsorship signs detract from the landscape design
* The Town Council is responsible for sponsorship on the ASDA, Mount Charles and Trewhiddle roundabouts as they are responsible for their maintenance. Cornwall Council is responsible for the maintenance of the A391 roundabouts and the Brit roundabout

P Moody proposed that the design group created some proposals which could be part of the interpretation and way marking strategy which is being developed.R Hurst requested that consideration is given to the overall impact on the town if road closures are required for planting. All the main routes to the town centre are affected at the moment and it is affecting trade in the town. Masterplan update - CeramicsA Murdin reported on the ceramics programme of works. This includes working on the Garden Festival and Whitegold Festival to streghten links between them.Brickfields is being extended and the lease for Blackpool pit has been extended to include activities with The House and young people, and Cosgarne Hall working with homeless people. John Osbourne is still involved and will be involved in future projects. Proposals are being considered for works in the Clay villages involving artists and community engagement. A project proposal for Linear Park is being developed which includes interpretation and sustainable growing.International Prize winners are now working on two commissions for the town which will be featured as part of Whitegold 2020. The second year of the prize will be “conviviality” and celebrate the link between ceramics and food.The Biddicks Court Cornish Bee project is back on track. Unfortunately the Green Bus Shelter project costs have been revised and are now £34-65,000. Alternative proposals are being developed which could include re-siting the artwork. Four town centre art commissions have been advertised. The winners will be selected by a panel. The membership of the panels is aimed to inclusive and involve a broad range of stakeholders. 150 applications were received and 3 to 4 for each commission will be interviewed; 3 will be decided within the next week. KRES is the larger commission for the town and international artists have been invited to submit applications. Short listing is underway. The quality of the artists is very good and these will generate interest in the town. Discussions with Eco-bos and Carclaze have been productive with sharing of expertise; the aim is for Carclaze and Wheal Martyn to be part of the bigger picture of investment in the area.A Chapman gave a financial update: £193,000 is the expenditure to date; the latest claim has been submitted which generated a question from MHCLG for the first time which has been dealt with. There is positive balance and so there are funds unspent; the spend deadline is Dec 2020. The budget has been reviewed to reflect the agreed masterplan priorities and also to record the amount of money from other sources. In-kind contributions from organisations such as White River should also be included. | NHMHAC |
| 5. | **Financial report**I Chalmers presented the annual accounts which cover the third year of trading to the end of June 2019. The detailed income and expenditure account demonstrates that the level of activities and funds has increased again. During the year spend was £110,609. £10,000 approximately was for administration, the rest is for projects which are shown separately. Funding not spent is allocated to future projects as any profits made would attract tax.Income comes from two sources: contributions to the Whitegold Festival 2018 (which matches the costs) and grants received. The grant received is not the full amount of cash banked (that was in excess of £230,000), it is the amount utilised to cover expenditure. The remaining balance is carried forward on the balance sheet. The balance sheet shows the combined bank balances at the end of June 2019 which amounted to £166,000 and the amount of unspent grants of £168,000.Accounts proposed by A Chapman and seconded by R Hurst. They were unanimously agreed.Current financial position for 18 November 2019 is:CCF £245,644.97 General account £52,944.42 (this includes £40,000 grant from Cornwall Council – see agenda item below). |  |
| 6. | **Cornwall Council funding**J Staughton reminded Directors that SABEF received £40,000 from Cornwall Council which needs to be used to benefit the wider area; to date no expenditure has been agreed. The following proposals were outlined and funding agreed:* A reprint of the Clay Trail maps costing £640
* Brickfields project – funding a container to house equipment and allow the project to be extended
* Website
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| 7. | **Green and Whitegold Group**Update has been given as part of the update to the Coastal Communities Fund project. |  |
| 8. | **Website update**Websites will be updated to reflect the new brand. |  |
| 9. | **Key messages to share**L Milla to prepare a presentation to share with wider stakeholders. Sally Anne Saunders suggested that this should be presented to the China Clay area network in February, concentrating on the Brickfields proposals. | LMAM |
| 10. | **Any Other Business**P Moody reported that he met with John Evans, new Principal for Cornwall College. There is support for keeping St Austell College open in the short term and a presentation is planned for Feb SABEF meeting. There are also discussions about the future of the College site. R Hurst has also met with John Evans and confirmed feedback that there is support for St Austell College in the future.M Brown reported that the Spaceport project was passed by Cornwall Council; councillors in this area were split. M Brown also commented that Councillors were lobbied intensively by Climate Emergency activitists and there was not much publicity given to the support from the business sector.J Moore commented that, at a recent STARR community event, it became apparent that the natural flood amelioration budget has declined significantly with less community engagement. A Shopland reported that IMERYS are involved and there are ongoing discussions about the project.R Hurst reported that St Austell BID received Gold in South West in Bloom and Best in Category in the South West; they are awaiting to hear if they will be national finalists for next year.T Netherton reported that in a recent meeting with the Bodmin Chamber of Commerce it was suggested that it may be possible to link cycle routes between Bodmin and St Austell. J Moore commented that more cycle routes are a priority in the emerging St Blaise neighbourhood plan.  |  |
| 11. | **Dates of Meetings** (all at St Austell Print at 9.30 a.m.)SABEF Executive5th February25th March3rd June22nd July30th September25th NovemberSABEF Green and Whitegold15th January18th March20th May17th June16th September18th November |  |