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**SABEF Executive Directors Meeting**

**22 July 2020**

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| **Present (D = Director)** |  |
| James Staughton (D) | St Austell Brewery (Chair) |
| Peter Moody (D) | St Austell Printing Company (Vice Chair) |
| Anne Chapman (D) | Management Team |
| Dan James (D) | Eden Project |
| Ian Chalmers (D) | Phillips Frith |
| Malcolm Brown (D) | St Austell Town Council |
| Richard Hurst (D) | White River Place/ St Austell BID |
| Ashley Shopland (D) | IMERYS |
| 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 |
| Jenny Moore | St Blaise Town Council |
| Nikki Hotchin | St Austell Market House/ SABEF project manager |
| Mike Hawes | Mei Loci – CCF Masterplan |
| Robin Andrew | Cornwall Council |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| David Pooley | St Austell Town Council Clerk |
| Libby Milla | Marketing Curator  |
| Darren Hawkes | Darren Hawkes Landscapes – Garden Curator |
| Martin Winn | Business in the Community  |
| Richard Branch | Arcadis (for Item 1) |
| Lawrence Bishop | Arcadis (for Item 1) |
| Katie Randall | Inner Circle Consulting (for Item 1) |
| Charles Campion | JTP Architects (for Item 1) |

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| **Apologies** |
| Jordan Rowse (D) | Cornwall Councillor – Par and St Blazey Gate division |
| Sally-Ann Saunders (D) | China Clay parishes  |
| Tristan Netherton | Chamber of Commerce |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |
| Katie Burnell | Brickfield |
| Alex Murdin | Rural Recreation – Ceramic Curator |
| James Mustoe | For Steve Double MP |
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| 1. | **St Austell Place Making and Masterplanning**R Branch introduced the consultancy team and outlined the scope of the development appraisal work they have been appointed to do by Cornwall Council. This is a 3 month piece of work which will result in a written report. Stakeholder engagement is very important so that there is community buy-in to future projects.P Moody highlighted the work SABEF have done to date with funding from Cornwall Council to identify a vision for St Austell 3 years ago. This project seems like duplication and SABEF should have been consulted on this work. R Branch outlined that Cornwall Council has a framework process and this is the first stage which has to be completed for a project to be taken forward into further stages of design. C Campion commented that it is often the case that an area has a vision; this process allows for that to be taken into account and reviewed so that projects which are proposed fit into that vision. R Hurst highlighted that Elandii have shared plans with Cornwall Council for a project at White River Place. K Randall confirmed that they have a copy of this. D Cole asked for clarification of the geography which is being referred to. SABEF covers a much wider area than just St Austell. C Campion confirmed that, at this stage, information about the wider environs of St Austell are relevant.There was a workshop session which asked for feedback on the positive attributes of St Austell and the wider area, the problems, dreams for the future and ways to achieve those dreams. The discussion was noted by the consultants. It was agreed that it would be beneficial for the consultants to listen to the SABEF masterplan presentation.  | PM |
| 2. | **Notes of the last meeting 3rd June 2020**These were agreed and actions have been completed. M Hawes reported that he has not had any response from contacts at Wainhomes about the Trewhiddle roundabout. D Pooley agreed to try to find a contact. | DP |
| 3. | **Chairman’s announcements**Martin Winn was introduced from Business in the Community. Following the presentation by Lord Bassam at the last meeting, Martin Winn has agreed to work with SABEF. His background is in finance and communications and he is based in Penwith. The contractors for upgrading the A30 are Costain who are members of BITC. It is understood that they are likely to employ two community connectors who will be able to spend some of their time working with Martin Winn on community related projects in the County.MHCLG has replied negatively to the funding request for an extension to the current Coastal Communities project. There are other funding sources which could be explored, including Cornwall Council. J Staughton has already approached M Brown for advice. M Brown is seeking advice from Glenn Caplin-Grey but it would be helpful to have a clear request from SABEF. It was agreed that Cornwall Council is formally approached for funding for the shortfall of £96,000 as outlined in the revised business plan agreed by Directors on 3 June 2020.J Staughton also reported that SABEF had been approached to support a short deadline funding application from Cornwall College for the redevelopment of John Keay House. This was sent. P Moody outlined discussions he has had with John Evans, CEO of Cornwall College about St Austell College. It was reported that staff in St Austell are very willing to accept change and the scheme put forward was for the redevelopment of John Keay site for further and higher education, with a specialism for technical subjects. The scheme includes community space. J Swain commented that Truro and Penwith College had also submitted a bid; it was confirmed that the application from Cornwall College was not competing with that bid and it had the support of Cornwall Council. The application has passed the first phase. The Chairman also highlighted recent issues in the town centre over which he has been in discussions with Steve Double MP. A meeting is planned this week. D Pooley has been in contact with Cornwall Council over several weeks about this issue and requested that SABEF write again to Cornwall Council about the issue. This was agreed. | JS |
| 4. | **SABEF Coastal Communities Fund (CCF)**N Hotchin referred to the Project Highlight Report which will be circulated after the meeting. All activities apart from Marketing and PR have an amber status because of COVID still. Any queries on the report can be made directly to N Hotchin.Masterplan updateM Hawes reported that most projects are on track and the planning application for artwork in the town centre has been supported by St Austell Town Council and the Historic Environment Service of Cornwall Council. This is due for approval in July. J Staughton commented that the supporting documents submitted with the planning application are very good and a useful summary of the Create commissions in the town centre. It was agreed to circulate these.Austell Create UpdateN Hotchin shared an update. The date of the joint festival will be 19 and 20th June 2021; the original date of 19th Sept will be a predominantly online festival. Installations are progressing; the Cornish Bee has started and Neil Brownsword is working on his commission for Chandos Place, working with Wheal Martyn. A Murdin is also in discussions with Ecobos about a site in West Carclaze for a hub with a kiln.Austell Green updateThe wildflower planting continues to attract positive feedback. The hand sown seeds haven’t done as well as the turf. R Andrew commented that the urban verge re-wilding strategy for the maintenance of verges is being implemented by Cornwall Council and is being well received. The verges in St Austell are managed by St Austell Town Council so the approach is different. Unfortunately, due to the impact of COVID, Pinetum is unable to continue with the Porthloor project. The funding allocated for this project will be re-allocated subject to still being affordable. New, brightly coloured seats will be installed on the verge next to the Charlestown roundabout soon. Linear Park works to open up the entrances has taken place and there are discussions taking place with the Town Council about Bethel Park.PR and Marketing updateL Milla provided an update (see presentation). Professional photographs have been taken of the wildflowers which will be used in future publicity. There has been positive coverage including 24 articles in June and July across all forms of media including newspapers, radio and TV. The Austell Project website which will link to each aspect of the project will be launched in August. Financial update A Chapman presented the latest project budget and costs. The financial position is still good with total spend of £459,000 and £631,000 yet to spend. There are two more claims to make from government.A Chapman also drew attention to the Public Liability Insurance held by SABEF for events and activities. This has been renewed for £10 million. No discount was available due to the cancellation of this years events. Project PlansFollowing the circulation of the future project plan(3-5 years), it was agreed to take this forward.  | HN |
| 5. | **Cornwall Council funding**A small amount of funding has been used to support the work on the Discovery map app - £130. Brickfield will be starting again in a limited capacity and this budget will pay for that work. There is £31,000 left. Some will be required for the website development.  |  |
| 6. | **Green and Whitegold Group**Notes were circulated. Details about the online festival will be circulated. | AM |
| 7. | **Investment Plan for St Austell**Following the workshop with consultants as part of this meeting, the Investment Plan needs to wait until their report has been submitted. M Brown reported that Cornwall Council’s Cabinet is considering a report today that recommends St Austell is a priority town and that some funding is being allocated to take forward a place shaping approach.P Moody requested that an approach should be made to request use of this funding to cover the costs of extending the Austell Project into 2021. The funding should not be used just for consultants reports. | MB |
| 8. | **Financial report**I Chalmers sent the following financial report:SABEF general current account: £54,787Coastal Communities grant current account: £12,056Coastal Communities grant deposit account: £420,350Since the date of the last report, there has been no movement in the SABEF current account other than a small adjustment of funds transferred from the grant account.The grant deposit account is as reported previously but a further sum of £120 interest has been received. The grant current account has reduced by £39,249 since 1st May as a result of paying expenses which were people costs, art installations and planting costs. |  |
| 9. | **Key messages to share*** Online festival - 19 Sept 2020
* Joint festival – 19 & 20th June 2021
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| 10. | **Any Other Business**J Swain asked for an update about the tourism BID feasibility. A Chapman reported that the area being considered is very wide: Lanhydrock – Nare Hotel; Indian Queens to Fowey. However, tourism is a relatively small part of the business base in this area. The Economic impact assessment required by MHCLG for the Coastal Communities Fund Austell project is helping to establish a baseline which will be useful for a Tourism BID. COVID is likely to have a negative economic impact therefore demonstrating a positive impact of this project is going to be harder. Research about the number of businesses and types of tourism businesses is taking place to help establish the baseline. R Andrew commented that Cornwall Council is considering a project to establish a garden nursery as environmental jobs are needed.A Shopland reported that the first phase of the A30 link road will be to remove the tip by the Stenalees roundabout. Imerys have been engaged to do this and it will start in September. J Hodkin agreed to provide an update on Ecobos by email. There is a lot of progress. P Moody invited M Winn to give his reflections on the meeting. M Winn found the workshop session a very helpful introduction to the area and would like to visit at some time in the future. It is helpful to hear of the short term funding needs but there also needs to be a longer term plan for job opportunities and economic growth which is something BITC could help with. National corporate social funding may be able to help with the short term funding gap. | JH |
| 11. | **Dates of Meetings (9.30am – 11.30am)**Wednesday 30th September – format to be agreed.Wednesday 25th November |  |