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**SABEF Executive Directors Meeting**

**25th November 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 |
| 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 |
| Jacky Swain (D) | CEG |
| Jordan Rowse (D) | Cornwall Councillor – Par and St Blazey Gate division |
| Sally-Ann Saunders (D) | China Clay parishes |
| Tom French (D) | Cornwall Councillor – St Austell Bay division |
| Ian Chalmers (D) | Phillips Frith |
| Jenny Moore (D) | St Blaise Town Council |
| John Hodkin | IMERYS/ Eco-bos |
| Tristan Netherton | Chamber of Commerce |
| Martin Winn | Business in the Community |
| Kym O’Mara | St Austell College |
| Robin Andrew | Head of Environment Assets and Service Delivery, Cornwall Council |
| David Pooley | St Austell Town Council Clerk |
| Nikki Hotchin | St Austell Market House/ SABEF project manager |
| Alex Murdin | Rural Recreation – Ceramic Curator |
| Mike Hawes | Mei Loci – CCF Masterplan |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| Libby Milla | Marketing Curator |
| Darren Hawkes | Darren Hawkes Landscapes – Garden Curator |
| Chris Godolphin | Cornwall and Isles of Scilly Growth Hub (for Item 1) |
| Mark Ellis | Strategic Planning Manager, Cornwall Council |
| Louise Wood | Service Director for Planning & Sustainable Development, Cornwall Council |

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| **Apologies** | |
| James Mustoe | For Steve Double MP |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |

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| 1. | **Growth Hub Business Engagement in St Austell**  Chris Godolphin outlined a new programme of business support which is available to all business types because it is funded by the Department of Business, Enterprise and Industrial Strategy (BEIS), not just the traditional sectors funded by ERDF. It has been agreed to focus on St Austell first in Cornwall. An online event is planned for 9th December at 2 pm, using ZOOM. It will be a webinar/ discussion group to hear from businesses in St Austell to provide Growth Hub support to help businesses recover.  Growth Hub works with a number of other partners and businesses take part in a business review meeting and are then referred to other pathways and funding, e.g. access to finance, training, etc. Connectors have sector specialisms and it is always useful to have a conversation.  J Moore asked if this could be extended to St Blazey. It was confirmed that this is available for the wider St Austell Bay area and so China Clay/St Blazey/Fowey can participate.  H Nicholson reported that she is having a more detailed discussion tomorrow (26th Nov at 11 a.m.) and anyone was welcome to join in. It was agreed to share details of both meetings with Directors.  Any business can join and there is no limit to participants, so support was requested with promotion. If it’s successful, more dates can be added. | HN |
| 2. | **Cornwall Council – St Austell Regeneration and Development**  **Appraisal**  L Wood and M Ellis gave a presentation (attached). This work has been given priority partly as a result of issues linked to ASB in the summer. There is work on-going to address those issues. This work is about the physical assets of the town, including Cornwall Council assets. A consultancy team, lead by Arcardis, carried out stakeholder consultation about the positive and negatives attributes, and future opportunities. They also reviewed sites in the town and options for future development. Those sites included the Cornwall College site, Carlyon Road triangle, Town Centre and Penwinnick Road. There are future opportunities with Council funding which need to be explored. There may be funds in the future from central government, and this work can help ensure St Austell can apply for this funding in the future.  J Swain asked about the Tourism BID. This is an option for continuing to provide funds for future investment to help it become financially sustainable. It is a future project which was identified by SABEF.  T Netherton commented that the Market House has had quite a lot of investment recently. It is becoming a creative hub, and there is a possibility of a hot desking area, and town hall needs redevelopment. There is a LEP funding opportunity and this would be supported.  A Chapman commented that identifying the purpose of the town centre strategically is very important. Cape Town had a redevelopment which had this approach which was successful. Bringing people into the town through public services would be very beneficial.  D Pooley commented that St Austell started devolution in 2016 not 2018. Leisure within the town centre is possibly a stronger opportunity than office accommodation as the future for offices is questionable. The Library could be relocated, perhaps with a conference centre. Public sector services which people need to access are more important than office jobs which will have minimal impact. The Town Council usually has 2 people in the office.  J Staughton disagreed because of the statement of support to the town centre if the Town Council were to relocate.  K O’Hara expressed her thanks for support of the redevelopment of the College site. Cornwall College is also working on low skills with new Night School being launched after Christmas. The redevelopment plans include improving sports facilities on Football club. The College site could be a potential site for a health and well being hub.  M Brown explained that this work started from a meeting of 5 Cornwall Councillors and results have been shared with Councillors prior to SABEF. This is a time of change and working together is important. There is an intention to have an office hub in each of the major towns, but the overall office estate needed by Cornwall Council will be much less. St Austell has had a lot of houses built recently hence it is becoming a more residential area. More housing would be unpopular unless there are benefits like a health hub and new leisure centre.  R Hurst agreed that multi-user and multi-purpose uses of the town centre is the way forward. The best fit of each element geographically and draw into the town needs to be considered. |  |
| 3. | **Notes of the last meeting 30 September 2020**  Information from Cornwall College and Ecobos was sent out with the notes. |  |
| 4. | **Chairman’s announcements**  J Staughton reported that a Town Partnership group is being developed. This an important way forward and a team effort is needed to getting positive benefits for the town.  An Impact assessment was circulated with the agenda to monitor the impact of the Austell Project. This has a lot of useful information in it. |  |
| 5. | **SABEF Coastal Communities Fund (CCF)**  N Hotchin will circulate the Project Highlight Report with the notes. There has been some good links developed with the College. Main points are highlighted in the presentation that was given (attached).  Austell Green update  D Hawkes reported that Cormac have been busy completing works on the A391 – wildflower areas have been extended and the roundabouts have been landscaped. Brit roundabout has also been re-landscaped. Landscape team at Cormac has been very good to work with and are very enthusiastic about the scheme. There are discussions on going about maintenance. Mount Charles roundabout is being redesigned. Plants have been re-purposed and the anchor has been relocated. This will be completed by the third week of December and the maintenance requirements will be taken forward by the Town Council. Public feedback during the works has been positive. Porthpean junction trees planted earlier in the year have died but they are being replaced, and there will be additional shrubs. It is hoped to be able to do one more project in the new year which will be Bethel Park.  Austell Create Update  A Murdin reported that the outcome of the 2020 prize has been announced – most of these will be in and around St Blazey. The approach will focus on passing on skills to the local community, as well as creating public art projects.  The 2019 prize winners, Neil Brownsword and Tana West, have featured in an article in the Western Morning News.  Brickfield is evolving into a community outdoor skills hub, possibly at the Sky Tip with links to the Clay Country park, part of the West Carclaze development.  The Honey Bee in Biddicks Court has been completed and this could be an area for an expanded night time economy in the future. There has been a lot of publicity about this. Seed Bank has become popular as a selfie site and the Grants Walk passage has been completed transforming the steps to being a much lighter, safer space.  There are 12 more works in progress including Jenny Beavan installations for Mount Charles roundabout, Marion Brandis in Fore Street. Simon Bayliss has moved to Chandos Place. Kres, produced by Sandy Brown is facing some engineering challenges.  Work with Cornwall College is giving students access to world class artists; students are also going to be supporting the Whitegold festival as well as media and communications.  Another project is to develop public art on the Garden Cycle route, Sustrans route 3. This would help to embed culture and art into the S106 process in the future.  Masterplan development  M Hawes reported that the masterplan work has been identifying and building upon the work of the past 2 years in order to maintain momentum. The strategic plan has been reviewed and a design statement produced. Projects identified are costed and can go forward for funding. The plans identified active, green and creative links. Projects which are being delivered can be enhanced in the future including a town centre hub, mobile hub, interpretation, trails and lighting. There is an aspiration to increase footfall in the town.  There is a need to provide information in a more interactive way to bring to life the master plan and help secure funding in the future. A number of presentations are being produced which highlight the community involvement, artists and international artists. Interpretation about art work signage is being developed which is linked to the branding. There would be locational signs and information signs.  Marketing and PR  L Milla reported that work is ongoing to link the webpages of St Austell/ SABEF and Austell project by similar branding and visual language.  There has been good social media coverage, with Facebook being more popular locally and Instagram more national.  PR coverage in the last month has included the Daily Telegraph and Independent – in total there have been 28 articles and 4 broadcasts.  J Staughton thanked the team and congratulated them on the work achieved.  D Hawkes commented that the future 3-5 year plan needs to have revenue investment as well as capital investment to look after the investment going forward.  M Brown has received some negative comments from people about the benches at Mount Charles. Are there other negative comments coming in? N Hotchin reported that social media feedback has had mixed feedback – often negative queries are about detail of delivery, costs etc. The positive has outweighed the negative. A Murdin also highlighted the community engagement over the past few years which has been a common theme of all the public art produced.  Financial update  A Chapman presented the latest project budget and costs (attached). £609,000 has been spent and there is £452,000 left to spend. COVID has had an impact so the budget is behind in timescales but this is not a problem. COVID particularly changed the spend on festivals - these expenses are now in June 2021. Porthloor project isn’t going ahead so there may some money to be reassigned and there is a contingency fund. Audited accounts have been send to MHCLG with no questions received. The final claim has been made and just received. A new lease for Blackpool pit has been signed to Nov 2021. |  |
| 6. | **Cornwall Council funding**  A Chapman reported that £29,000 has been spent of £40,000 – on maps, Brickfields, website and masterplan work. R Andrew commented that he was content with the projects agreed so far as they had good spread across the area. He gave a reminder that a progress report is needed. H Nicholson to check the funding agreement. | HN |
| 7. | **Green and Whitegold Group**  D James reported that there hasn’t been a meeting recently. Quarterly meetings will take place in the future and there will be an open invite to SABEF directors and membership will be reviewed.  It has been agreed that there will be one festival in 2021 and that this would be one day on Saturday 19th June 2021. |  |
| 8. | **Financial report**  I Chalmers sent the following financial report:  SABEF general current account: £30,028  Coastal Communities grant current account: £24,415  Coastal Communities grant deposit account: £387,430  Included in the general current account is the balance of the Cornwall Council funding.  The grant balances total £411,845 and this is the amount remaining from a total received to date of £1,038,098.  Our report on grant expenditure to April 2020 was compiled by us and then independently audited by Bennet Jones, Chartered Accountants and submitted to MHCLG on 23rd October 2020. No response has so far been received.  Annual accounts to 30th June 2020 for St Austell Bay CIC have nearly been completed and will be presented to the January Executive meeting for approval by the Directors. |  |
| 9. | **Key messages to share**  J Staughton asked that everyone note the date of the Festival next year – 21st June 2021. |  |
| 10. | **Any Other Business**  P Moody thanked L Wood for reporting back and for the recognition of the work of SABEF. It is important to keep the team together and funding for this is needed. |  |
| 11. | **Dates of Meetings**  Wednesdays at 9.30 – 11.30am. Venue: St Austell Print (TBC)  27th January; 24th March; 26th May; 21st July; 29th September; 24th November |  |