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**SABEF Executive Directors Meeting**

**27th January 2021**

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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 |
| Tristan Netherton | Chamber of Commerce |
| Martin Winn | Business in the Community |
| Kym O’Mara | St Austell College |
| David Pooley | St Austell Town Council Clerk |
| Nikki Hotchin | 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 |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |
| Libby Milla | Marketing Curator |
| Amy | PR officer |
| Darren Hawkes | Darren Hawkes Landscapes – Garden Curator |
| Heidi Clemo | Census Engagement Manager, East Cornwall, Office for National Statistics (for Item 1) |

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| **Apologies** | |
| Robin Andrew | Head of Environment Assets and Service Delivery, Cornwall Council |
| James Mustoe | For Steve Double MP |

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| 1. | **Census 2021**  Heidi Clemo outlined that the role of Engagement Manager role is new and the aim is to raise awareness of the Census with businesses and the community. The Census takes place every 10 years. Data is kept safely for 100 years. The information is anonymised and used for a variety of things like policy, planning services etc. Census is going ahead despite the pandemic as the cost is £360 million to cancel it. The collection window may be extended beyond 3 weeks. Census day is 21 March 2021. It will be digital- first census but paper available for those that want it. It is a legal requirement for people to complete it. There is no tick box for Cornish but there is a text box to indicate Cornish nationality. Local knowledge and expertise is needed to help spread the word. Organisations should contact [Heidi.clemo98@field.census.gov.uk](mailto:Heidi.clemo98@field.census.gov.uk).  M Brown queried the door-to-door collection arrangements. Staff will be given PPE, and will give out information where to get support to complete the questionnaire which is via a call centre not face to face. Doorstep interaction will be reduced as much as possible.  A Shopland asked what is the timeline for sharing the data? Within a year high level data will be released. Cornwall Council can request specific information which comes after that. |  |
| 2. | **Notes of the last meeting 25 November 2020**  These were agreed. Information requested was circulated after the meeting. |  |
| 3. | **Chairman’s announcements**  The St Austell Town Revitalisation Partnership is meeting this afternoon. The membership will be shared as soon as possible which is very mixed following the Town Team guidance. One of the aims is producing an Investment Plan for St Austell. The Partnership is very town centric, based on the town council area and there will be a report back to this meeting as work progresses.  Project team has considered delaying the festival to September but have decided to go ahead in June within the restrictions which are in place then. |  |
| 4. | **West Carclaze update**  Since the last meeting, John Hodkin has unfortunately died – J Staughton wrote to his family on behalf of SABEF to express condolences. A Shopland gave an update from the perspective of Imerys. Eco-Bos is a joint venture company which is 25% owned by Imerys; they do not have a role for day to day management, but they are the landowner until the land transfers when Eco-Bos has planning permission. The development at West Carclaze is therefore now owned by Eco-Bos not Imerys. This received planning permission about 18 months ago and works started about 1 year ago. Keeping work going during the pandemic has been a challenge but, by May 2021, the first buildings will be completed. The development is a Garden Village so there are community buildings and assets apart from the houses. Eco-Bos have submitted another planning application an adjacent site which will be Phase 2. Eco-Bos staff are based in the ESAM building. A new governance arrangement will be needed to replace the role that John Hodkin played but Eco-Bos are committed to engaging with SABEF. |  |
| 5. | **Eden Project**  D James gave a verbal update. There were 3 significant slips on site on 21 Dec and visitors had to be evacuated. Imerys have been very helpful in trying to address the problems. At present the main road into the site is still not safe and it likely to be closed until the end of March.  The Geothermal project at Eden is going well with main preparations aiming to complete in Feb 2021. The drilling staff and drill are coming from the Czech Republic – the aspiration is that drilling will start in March. It is hoped that this will be in action for the G7 summit.  Eden has been successful as one of 8 national projects supported by the Department of Culture, Media and Sport called “5G Create”. Nine 360 cameras will be installed on the site which will enable the creation of virtual and augmented reality experiences via streaming and for visitors/ schools. The 8 national projects are also linked.  Eden is also planning to submit a planning application to relocate Watering Lane Nursery to the Eden site and repurpose the farm there. |  |
| 6. | **Cornwall College update**  K O’Mara highlighted some community courses that are being launched next week for the community, and there is a virtual open day on 7 February.  The plans for the redevelopment of St Austell College are ongoing – the Department of Education have issued the following statement: *“DfE is currently in talks with a small number of colleges (Cornwall College, St Austell campus, is one) with high priority condition need to review options for how best to address this need. These discussions are ongoing. A more updated position will be given in due course once these plans are further developed.”*  K O’Mara asked if SABEF members would like to be part of a stakeholder/community group if the plans continue to evolve. This was agreed so contact details will be shared. | HN |
| 7. | **SABEF Coastal Communities Fund (CCF)**  N Hotchin circulated the Project Highlight Report. Main points are highlighted in the presentation that was given (attached).  Austell Green update  The weather has been a challenge for completion of the Mount Charles roundabout scheme. Dry weather is needed for the installation of the Jenney Beavan art commission. There is one remaining project at Bethel Park where some new trees will be planted. There wasn’t sufficient funding for a larger scheme but this will be included in the 3-5 year plan instead. Cormac work is completed on the A390 and roundabouts. The working relationship with the Cormac team has been very positive and J Staughton has written to thank them. The partnership with Cornwall Council has also been very positive and the support of Town Council has been very helpful.  Austell Create Update  2020 prize is developing – artists are working on community projects with local community groups, particularly around St Blazey. COVID is a challenge getting engagement but local support is very positive.  Whitegold Festival 2021 is working closely with Cornwall College. Students are being recruited for a Creative Workshop Crew and as student volunteers. This may result in new courses involving clay.  The next commission for installation is from Marion Brandis in Fore Street, St Austell. Local images are incorporated into the sculpture.  Simon Bayliss commissions should be installed at the end of March.  Sandy Brown is producing Kres, the major signature piece. The original site was to be in the South Square part of White River Place but this is now not technically feasible. An alternative location in Alymer Square is now being investigated but there are extra costs for a larger foundation. It has been agreed to use the contingency funding within the budget for this. Weight of the piece is significant so it is still a challenge.  David Mach is still collecting pieces for his commission until end of Feb. Good stories coming forward and there are some pieces from China which will be included. There is an 8th Feb site meeting.  Studio Hotmess are producing a tiled green wall for Tengo café. Most of the funding is from the Cornwall Council led Townscape Heritage Scheme. D Hawkes is testing the best means of growing plants.  The Town Heritage Scheme is also funding Paul Jackson to produce planters for the Market House and shop front artwork. Marion Brandis has been commissioned to design tiles for a shop front in Fore Street and other schemes may come forward for other sites around Market Square.  SABEF are supporting a project by Robin Sullivan to produce a monolith fired in a kettle kiln. Funding of £3000 for community engagement has been matched by £23000 which Robin has raised himself.  Susan Elliot, Michael Hawes and Che Paul are developing 5 benches for installation in the town centre. Fun designs on tiles reflecting local culture will be on the benchs . The sites being considered include South Square, Aylmer Place, Duke Street and Biddicks Court.  West Carclaze cultural plan - The Clay  A Murdin has been commissioned by Eco-Bos to develop a cultural plan which will help to ensure that the Austell project work is spread into that development. The plan aims to help engage heartts and minds with the new settlement and proposed opportunities to make and engage with clay. There is growing demand for this locally and nationally with health benefits through social prescribing. Brickfield has demonstrated the demand for community making and trialled it successfully at the Sky Tip site. The plan proposes a multi-site making centre at the Market House, Sky Tip, Cornwall College and Wheal Martyn – these sites working together would be amazing. Brickfield aiming to deliver more with the Clay Villages and there is an application to HLF for that. Brickfield have achieved national recognition for their work and have been asked to go to the V & A. Public art projects in Eco-Bos development are also proposed, and enhancing the public buildings and clay trails.  Marketing and PR  L Milla reported that it was planned to merge staustell.co.uk with Austell Project website to create consistency and build the profile of the area. The SABEF website is being re-skinned as well.  Facebook and social media following has been good since the last meeting. PR coverage has also been positive with 11 articles and there are things in the pipeline.  Masterplan development  The current Austell Project was based on a wider plan and wider outcomes. The plan builds on this for the next 3-5 years. There are 3 sections:   1. Increase accessibility through creation of a central Austell Project ‘Hub’ at the Market House, through further Community Hubs and the development of physical Interpretation/signage and waymarking. 2. Space creation, Public space enhancement and greening of town and villages - Developing an experience in the town centre. Aiming to enhance the artwork which has already been installed by lighting, seating or planting. 3. Street Lighting, highlight/feature lighting & projection. Moving image and information sharing/ promotion – this would include decluttering and improving lighting. This is put forward for the town and surrounding villages. Lighting projection would be based at the Market House and would be changeable and could facilitate school and student involvement.   Each project is stand alone and can be added to and is separately costed. This means that applications can be made as appropriate depending on the funding streams available.  The result of the Austell Project will be new focal points and destinations throughout the wider St Austell Area. There are a series of maps in Google mapping the proposals, this helps people to locate the sites and the routes between them.  Dick Cole welcomed reference to working out of St Austell. West Carclaze is a future development so there is a need to engage with existing communities. Pop ups in the China Clay Area are welcome and should include St Enoder where brick making has a strong history. The Cultural plan is funded by Eco-Bos so is focussed on West Carclaze. Keen to work with groups in the China Clay area.  Financial update  A Chapman presented the latest project budget and costs. All the grant has now been received - £656,000 has been spent and there is £438,000 left to spend. Most will be spent on Kres and the festival – it should be spent in the first few months of 2021. |  |
| 8. | **Cornwall Council funding**  A report has been submitted to Rob Andrew about the Cornwall Council funding as per the funding agreement. £28,500 spent and there is £11,500 still to spend. Funding may be needed for installing a kiln in the Market House which would be open for community use. |  |
| 9. | **Green and Whitegold Group**  No report – the last meeting was cancelled. The next meeting will consider the 3-5 year plan following its approval today. |  |
| 10. | **Financial report**  I Chalmers sent the following financial report:  SABEF general current account: £26,935  Coastal Communities grant current account: £31,069  Coastal Communities grant deposit account: £387,463  Included in the general current account is the balance of the Cornwall Council funding.  The grant balances total £418,532 and this is the amount remaining from the MHCLG grant yet to be spent and includes the final payment of £56,422 received in the last quarter bring the total received to £1,094,520.  The Annual Accounts were outlined to 30th June 2020. The income for the year is almost entirely in respect of grants received which amount to £378,538. That figure however does not represent the full amount claimed and drawn down which is much greater hence the large balances held in our bank accounts. The policy adopted in the accounts is to treat as income only the amount which match expenditure in that period and to carry forward unspent funds to be included as income of future periods.  The costs incurred in the year have been grouped together to reflect the main expenditure categories used in both the original grant application and progress reports to MHCLG. In the year to June 2020 these amount to:  Greening project - £97,000  Ceramics/ art project - £145,000  Team and master planning - £104,000  The overall financial result for the year shows a very small deficit and the CIC has no tax to pay.  It was proposed by Anne Chapman that these were approved, seconded Ashley Shopland – all agreed. These will now be submitted to Companies House. | IC |
| 11. | **Key messages to share**  J Staughton asked that everyone note the date of the Festival – Saturday 19th June 2021. |  |
| 12. | **Any Other Business**  P Moody thanked the team for presentations and the work they have done. He highlighted the need to keep this team together and that funding is needed for this.  Progress on the lowering of the road at the Holmbush bridge on the A390 was queried. Cornwall Council is progressing with the detailed technical design and Network Rail approvals. It is hoped this will take a year. Following the detailed design, costs will be known and capital funding will be sought. An application for funding has already been made but the outcome is unknown at the moment.  T Netherton outlined that the St Austell Chamber of Commerce is aiming to update its website and asked if it would the fit within the SABEF family of websites? It was agreed that this could be explored.  A Murdin has been contacted by Annette Miller from the St Austell BID about producing an investment guide for the town centre. There are opportunities here to join up with Austell Project branding and marketing plan. | TN/PM  LM |
| 13. | **Dates of Meetings**  Wednesdays at 9.30 – 11.30am. Venue: St Austell Print (TBC)  24th March; 26th May; 21st July; 29th September; 24th November |  |