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**SABEF Executive Directors Meeting**

**3rd June 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 |
| 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 |
| 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 |
| Nikki Hotchin | St Austell Market House/ SABEF project manager |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |
| Mike Hawes | Mei Loci – CCF Masterplan |
| Katie Burnell | Brickfield |
| Alex Murdin | Rural Recreation – Ceramic Curator |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| David Pooley | St Austell Town Council Clerk |
| Libby Milla | Marketing Curator  |
| Mark Ellis | Strategic Planning Manager, Cornwall Council (substitute for Rob Andrew) |
| James Mustoe | For Steve Double MP |
| Lord Steve Bassam | Business in the Community (for Item 1) |
| Beth Nightingale | Business in the Community (for Item 1) |

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| **Apologies** |
| Jenny Moore | St Blaise Town Council |
| Tristan Netherton | Chamber of Commerce |
| Robin Andrew | Cornwall Council |
| Chris Taylor (D) | Cornwall College |
| Darren Hawkes | Darren Hawkes Landscapes – Garden Curator |
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| 1. | **Business in the Community**Lord Bassam outlined the role of Business in the Community (BITC) to encourage business to be involved in regeneration of places and towns. The Princes Responsible Business Network is working in a number of towns across England with Place Boards and is also in discussions with Cornwall Council. There is potential to recruit a volunteer Business Connector to work in St Austell initially, with a view to this being a full time post for Cornwall.Lord Bassam commented that the ambition and lively approach outlined in the SABEF business plan is very inspiring and arts led regeneration can have significant benefits. Cornwall already has strengths in this area e.g. St Ives. Cornwall has a deficiency of big business so there are less corporate partners who are part of BITC to work with. However, Jacobs and Penna have indicated a willingness to be part of any initiative in Cornwall. BITC would like to help out and aims to work with communities which have previously been overlooked. It would be helpful to visit St Austell as soon as possible.P Moody asked how BITC is helping in other towns. BITC can bring in expertise, links with business, create projects, help develop local governance and unlock pro bono activity. In Blackpool, BITC helped to create a Town Board which has the involvement of bigger business. This has lobbied for more resource for transport improvements and the regeneration of the sea front. There are much better relationships between businesses and the council, and this has also supported the recent response to COVID with new community projects supporting people.The first step for St Austell would be to work with a volunteer Business Connector; their role would include securing funding for a full time post. BITC has a good track record in working with towns, and has expertise to offer Town Deal Boards. P Moody and D James supported working with BITC. D James asked if BITC could help with lobbying for more resources for St Austell as the town had missed out on recent funding opportunities. This could be something BITC could discuss with Cornwall Council and government. M Brown reported that, at a meeting of the Cornwall Council Overview and Scrutiny Committee for Economic Growth the day before, there was discussion about Town Plans elsewhere in Cornwall and town centre regeneration. What is the role of councillors in Town Deal Boards? Lord Bassam replied that councillors are critical and in several Town Deal Boards there is representation of the CEO and Cabinet Member. Government would like to see business involvement and buy-in as well. BITC doesn’t have specific funds for a Town Deal Board but there may be pro bono support which can be matched to public funds. Cornwall Council has identified a Town Vitality Fund for the development of Investment Plans. St Austell should be considered a high priority for this Fund. BITC is planning a meeting with Kate Kennally, CEO of Cornwall Council. |  |
| 2.  | **Update on Development at The Beach, Carlyon Bay**J Swain gave a presentation about the site (attached) and the progress of development. The beach has been getting a lot of footfall recently; over the bank holiday 22 bags of rubbish were collected despite there being no facilities open. CEG purchased another area close by, called Granite Gate, which will be used as a marshalling yard. It is located in the floodplain so its long term development potential is uncertain. This enables material to be unloaded into smaller lorries for deliveries on site via Cypress Avenue. A revised, hybrid planning application is being submitted which includes full planning permission for the sea defences. The sea defence line has moved back a bit, increasing the beach area by 3 football pitches. The master architect is now being supported by a local architect with the continuing aims of building design which reflects the Cornish landscape. On Crinnis the sea defences and the buildings are integrated; there are less buildings on Shorthorn and Polgaver is for recreation. Holiday rentals are the strongest performing part of the property market at present. Pop up facilities have worked well over the past couple of summers with Kneehigh, leisure and catering facilities. This has shown that footfall reflects the weather. The new plans will place food and drink facilities by the public right of way and the design will reflect the open style of Watergate Bay. Despite COVID, there is a challenging timetable which aims to have Reserved Matters Approval in Spring 2021. So far progress is good. There is an aspiration to get something built as soon as possible.M Brown thanked J Swain for the update, commenting that the increased confidence about delivery is helpful for the 5 year land supply which Cornwall Council has to demonstrate is available.M Hawkes asked if it was possible to work together with the design team working for CEG to integrate the design principles of the Austell Project. J Swain agreed to explore this. | JSw/MH |
| 3. | **Notes of the last meeting 5th February 2020**These were agreed. Information about charitable trusts from Dan James to be forwarded to the Market House. J Staughton wrote to Cornwall Council about provision for the homeless in St Austell which is impacting on the town centre. D Pooley confirmed that action had taken place, including a discussion with Phil Mason about the future placement of people with complex needs in St Austell. These have been suspended due to COVID but it is hoped to resurrect them again soon.  | DJ |
| 4. | **Chairman’s announcements**J Staughton outlined recent discussions by the Green and Whitegold group about the combined festival planned for September as a result of the cancellation of the Garden Festival in June. The Tour of Britain has been postponed until September 2021 which was regarded as a bench mark for other festivals in September. The Green and Whitegold Group felt that a virtual festival in September using mostly digital content should be delivered which would then be available in the future. There is a further recommendation from the Project Team that there should be a joint physical festival in June 2021 for 2 days. It was felt that this would reduce costs over having 2 separate festivals and would have a greater draw to a wider area and audience. Comments were invited on these proposals.R Hurst commented that he understood the reasonings behind the proposals and suggested later in June would be the best time for a joint festival.These proposals were agreed. |  |
| 5. | **SABEF Coastal Communities Fund (CCF)**N Hotchin referred to the Project Highlight Report which had been circulated. All activities apart from Marketing and PR have an amber status because of COVID. However, activities are moving forward but in different ways. The team are meeting regularly via Zoom and contingency plans have been developed. Planning permission has been made for the art commissions in the town centre. Just before lockdown, a static information point was installed in Unit D in White River Place. A provider has been secured to assess the economic impact of the project which will be discussed by the Board in the future.Austell Create UpdateA Murdin gave an update on the projects within Austell Create. There are 10 public art commissions which are all included in the planning permission application:1. Susan Elliott – series of mosaics which were to be put on the bus shelter at Carlyon Road but will now be placed on benches in various locations in the town, including one near the station.
2. Jenny Bevan – making Core artwork for Mount Charles Roundabout
3. Simon Bayliss – ceramic tiles in Biddicks Court
4. Sandy Brown – Earth Goddess in South Square, White River Place
5. David Mach – installation using recycled materials
6. Paul Jackson – ceramic window boxes in the Market House
7. Studio Hotmess – ceramic planters on the walls of Tengo
8. Cleo Mussi – spaceman for Vicarage Hill
9. Marion Brandis – sphere which was planned for General Wolfe Corner but due to concerns about ASB will now be on the plinth in Fore Street
10. Matt Davis – ceramic tiles in Grants Walk passage way.

There are some delays with these projects due to difficulties with supplies but delivery is still planned for September. Public engagement is a large part of these commissions but hands on workshops are not now possible. Digital and online engagement is being developed. Marion Brandis is requesting views of St Austell and David Mach is requesting ceramic pieces to be sent by post. There is a steady, slow response to these opportunities with good reach through social media.Another project is being commissioned with Georgia Gendall which is engagement through radio, interviewing people across St Austell about their use of the landscape called “St Austell Skies”.The International Prize 2020 also continues to progress. The theme of ‘conviviality’ was particularly strong about community engagement which is difficult to develop in the present situation. However, the artists have been working virtually with Edible St Austell and St Blazey Community Café. 4 artists have been shortlisted and asked to submit their proposals by the end of June.The 2019 International Prize winners are also engaging digitally with people to develop their commissions.Brickfield has had to change its emphasis away from hands on workshops to recording information about the heritage of brick making. It is hoped that small, socially distanced workshops may be possible in September.A Murdin also highlighted discussions which have been held with Eco-bos about public art opportunities in the West Carclaze development. There is also a public art project in development in St Blazey which Jenny Moore is leading on.The Whitegold festival proposals are now concentrating on non-contact installations and working with the artists who are developing commissions. This could include installations in empty shops. There will also be content about gardens including virtual garden tours and footage about the wildflower planting.There have been 2 live interviews with Alex Murdin and Katie Burnell on Radio Cornwall about the Austell Create projects.Austell Green updateN Hotchin gave an update (see presentation). The A391 wildflower planting has been very successful. There are some empty areas that are being seeded. Drone footage has taken place and will be repeated to show the changing landscape. Due to COVID the roundabouts cannot be planted until September, including Mount Charles which involves landscaping as well as planting. Some tree planting has taken place including magnolias at Porthpean junction and Ginkgos on the verge at Mount Charles. Clearance works at the entrance to Linnear Park is underway. The wildflowers in particular have generated a lot of positive feedback via social media.The landscaping scheme at Porthloor is delayed but will progress soon with appropriate social distancing measures.PR and Marketing updateL Milla provided an update (see presentation). At present, there are 3 websites for the project: staustell.co.uk; Whitegold; and, the Garden Festival. Each has different audiences and its not clear that they are all part of the Austell Project. It is proposed to develop an Austell Project website which will link to each of these; there will be social media accounts as well. This work will start next week with the aim of being live in June. J Staughton asked for an explanation about how the Thinkingplace work feeds into this strategy. L Milla outlined that Thinkingplace developed 3 pillars of work, but this didn’t completely embrace the work of the Austell Project. There are now 4 pillars which are similar to the original three: Green, Create, Active and Innovate. These will be reflected in the website.M Brown complimented the team on the frequency and quality of the presentations which have been made to the Town Council. The continuing progress despite the current situation is very good.D Pooley reported that, at a recent Town Council meeting, they agreed to maintain 4 pieces of art work in the town centre after the first 12 months. The Town Council have also agreed to maintain two sites which are part of the Making Space for Nature project from 2022.H Nicholson commented that she had highlighted the digital festival to Kneehigh in a recent conversation and asked A Murdin to explore further collaboration. A Shopland thanked the team for continuing to prioritise delivery and installing new assets as this is important to building confidence in the local area. Imerys is looking forward to seeing what the commission from Neil Brownsward will be and is continuing to work with him.D James reported that the A391 wildflower planting is the start of a wildflower corrider along the new road linking St Austell to the A30. As part of this there are wildflower schemes also developing in Bugle, Roche and possibly St Blazey. P Moody stated that this route would be called the Garden Route which will be important for local marketing in the future.Financial update A Chapman presented the latest project budget and costs. The financial position is still good with £146,000 spent on project management, £173,000 on Create, £96,000 on Green (Total = £416,000). However, claims to government have been in line with the projected budget so £901,000 has been claimed and £192,000 left to claim in October. A Chapman also drew attention to the Public Liability Insurance held by SABEF for events and activities. Advice is that there should be reference to government guidance in appropriate planning documents, and that health and safety reviews as well as risk assessments should take place.A Shopland asked if there were any delays being experienced in receipt of funding due to COVID. A Chapman confirmed that there haven’t been delays and there hasn’t been any challenge about claims. At present, its not clear about the 2021 deadline for expenditure. Project PlansThree plans had been circulated:1. The original project plan as a reminder
2. Project Plan amended to reflect the impact of COVID – In light of the proposal to have a combined festival in June 2021, project costs have been worked out for an 8 month extension from Dec 2020 (original end date). £96,000 is needed. The Plan aims to maintain momentum and community engagement as much as possible. COVID hasn’t incurred additional costs but has resulted in delays. Everything can be delivered but in order to have the same benefits an extension of time is needed. The cost increases are for management costs, not for additional art or garden commissions. If this is agreed, the next step will be to ask Steve Double MP to lobby for these resources on our behalf.
3. 3-5 year plan – the aim is to create a legacy for the area. This project was always Phase 1 of a bigger project. The plan is for discussion and will be finalised at a later date. The project costs come from a much more detailed project plan. There is a focus on the town centre and there are 3 projects proposed:
4. Ceramic Hub – on-going engagement is important. A hub space is needed for this. The Market House could be a hub, but there would also need to be a mobile hub to provide outreach
5. Digital lighting and projection – This would provide opportunities for interpreting commissions and would be a way of creating links with communities around St Austell
6. Public realm and accessible quarters – This would help make visits to the town centre an experience rather than just a necessity.

Comments on the 3-5 year plan were welcomed before the next SABEF meeting. It was agreed to seek additional funding to cover the extension of time for the current project.  | JS/NH |
| 6. | **Cornwall Council funding**The proposal to use this funding to support Brickfield has been paused due to COVID restrictions. Some will be used for the new website.  |  |
| 7. | **Green and Whitegold Group**Notes were circulated – the discussion was largely about the Whitegold festival. SABEF has also been consulted about 2 projects which are part of the ‘Making space for Nature’ project. It was proposed that M Hawes would co-ordinate a response from SABEF which reflects the agreed masterplan. It is important that signage and planting are consistent. This was agreed and the response would be circulated to SABEF directors.The roundabout design for Trewhiddle has also been circulated. D Pooley commented that he thought there was scope to influence the planting plans. M Hawes will also respond to this. |  MHMH  |
| 8. | **Investment Plan for St Austell**J Staughton reported that communication from Cornwall Council was still awaited.  |  |
| 9. | **Financial report**I Chalmers sent the following financial report:£53,451.16 in the SABEF current account. This is our own funds but does include the bulk of the Cornwall Council money still unspent of £39,360. It is anticipated that some of the Cornwall Council funds will be applied in supporting the Brickfields project and the website.£420,230 in the Coastal Communities deposit account.£51,305 in the Coastal Communities current account.The total of grant monies still unspent is therefore £471,535 out of the £901k claimed to date. |  |
| 10. | **Key messages to share*** Online festival in Sept 2020
* Joint festival in June 2021
* Engagement with art commissions
* Extension to current project is a priority
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| 11. | **Any Other Business**J Swain reported that she is part of a sub group set up by the Cornwall Chamber of Commerce to look at the risk of opening vs the opportunities. J Swain also reported that the re-opening of schools locally has taken a huge amount of effort from school staff to complete risk assessments. M Brown reported that the 5 Cornwall Councillors for St Austell recently had a meeting with Highways Officers and re-confirmed their commitment that the next major investment in the area would be to deal with the Holmbush Railway bridge and remove lorries from residential areas. £400,000 has been committed to further design work. M Brown also drew attention to a planning application PA20/03743 for a new petrol station in Holmbush which SABEF may wish to respond to. |  |
| 12. | **Dates of Meetings**22nd July (MS Teams)30th September25th November |  |