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**SABEF Executive Directors Meeting**

**24th March 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 |
| 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 |
| Kym O’Mara (D) | 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 |
| Libby Milla | Marketing Curator |
| Robin Andrew | Head of Environment Assets and Service Delivery, Cornwall Council |
| Helen Nicholson | St Austell and Mevagissey Community Link Officer, Cornwall Council |
| Tasha Davis | St Blazey/Par/Fowey Community Link Officer, Cornwall Council |

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| **Apologies** | |
| Tristan Netherton | Chamber of Commerce |
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| James Mustoe | For Steve Double MP |
| Darren Hawkes | Darren Hawkes Landscapes – Garden Curator |
| Mark Ellis | Strategic Planning Manager, Cornwall Council |

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| 1. | **Notes of the last meeting**  These were agreed. Information requested was circulated after the meeting. Conversations are taking place with Chamber and Town Revitalisation Partnership to host them on the Austell Project website. |  |
| 2. | **Chairman’s announcements**  J Staughton has been contacted by Dina Wheatcroft, Chair of the Roseland Youth Sailing Trust (dinawheatcroft@gmail.com) who would like to do more work in China Clay, St Austell and St Blazey areas. They work with Foxhole School currently and support young people with mental health through sailing. A Shopland reported that Imerys have agreed to sponsor this group.  The Town Revitalisation Partnership held a workshop led by Mike Hawes. A report has been circulated and comments were invited to J Staughton. This made sure that work from the Austell Project was included as part of the background.  M Brown reported that there was a St Austell Town Council meeting earlier this week where there was good support for the themes of the application to the Cornwall Council Town Vitality Fund. There were also comments from town councillors that the Town Revitalisation Partnership composition is too dominated by links to SABEF and that there should be more openness to the public. M Brown commented that these are not his views. At a Cornwall Council meeting yesterday, the Economic Growth portfolio holder, Tim Dwelly, stressed again that towns have to be united to get support from Cornwall Council.  J Staughton responded that the overlap with SABEF makes sure that there are good links and not duplication. Public attendance has not been appropriate for SABEF, but there is councillor representation. D Cole agreed that buy in is needed from the community – there is a common aspiration to improve things. Tom French felt it was important to be aware of concerns about openness but that there are mechanisms to report back. Pete Moody stressed that there have been regular reports to the Town Council and Community Network Panels from SABEF. D Pooley will formally raise a request on behalf of the Town Council for the public to observe the Town Revitalisation Partnership meetings at its next meeting. |  |
| 3. | **SABEF Coastal Communities Fund (CCF)**  N Hotchin’s Project Highlight Report had been circulated with the agenda. Main points are highlighted there.  Austell Green update  Mount Charles roundabout has been re-landscaped and Jenny Beavan’s sculptures will be installed next week. Bethel Park has been completed. In total, Austell Green has planted 65 trees, 2500 shrubs and perennials and 8500 m2 of roadside verge into meadow.  Austell Ceramic Update  Brickfield activities funded by Coastal Communities Fund has paused but there will be a new phase with Heritage Lottery funding working with Falmouth architect students, Victoria & Albert Museum East and workshops involving Sensory Trust and Happy Wanderers Dementia group.  Sky tip site will be used by Robin Sullivan who will be creating megaliths out of clay, involving the community.  International ceramics prize has three strands: Clayground collective, Clay Chough workshop and a Linnear park installation. There is also a partnership with Stoke and Edible St Austell.  Marion Brandis piece is the lastest artwork to be installed in Fore Street. The artist used drawings from local people to help design it and it is made from St Austell clay.  Whitegold Festival 2021 date has changed to 26 June and a programme of live events are planned. St Austell Town Heritage Scheme has developed an app for people visiting the town. Content to describe the artwork is being put onto the app in time for the Festival. Cornwall college are also having an open weekend on 26 June so the events are being planned in collaboration. This will include performing arts, media showcasing final work projects on the theme of “Tales of the Bay”.  Simon Bayliss’ installation is being installed soon and KRES is having to wait until sale of White River Place has been completed.  The feasibility of using the Market House as a place for a clay workshop is being looked into, this would have a kiln and would link to a ceramic workshop at the Sky Tip site.  There is also collaboration with Cornwall College to develop clay courses going forward; this is an important part of the long term sustainability of the Austell project going forward.  M Brown thanked A Murdin for a recent meeting about the location of a new bench.  Marketing and PR  Austell Project has increased its social media presence on all platforms. Pages reached for the Austell Project is 800 per month and 1600 for Whitegold. Press coverage recently has included St Austell Voice, Cornish Guardian, Bee Craft, Radio Cornwall (Marion Brandis). There are also good leads in the coming months including the BBC Countryfile programme.  Interpretation signs for the public art installations have been developed and will be ready in 2 weeks for the opening of the town centre.  Masterplan development  3-5 year plan will be referred to as the Austell Project Masterplan Phase 2 going forwards. This is a list of projects for which funding will be sought *(this document requires more work on it so will be circulated in due course).* Projects have been developed along themes – Creative Community Hub, Digital Landscape, Town Centre Art Trail, Community Greening, and split into capital / revenue. J Staughton is meeting Cornwall Council representatives next week to help understand the current funding opportunities.  H Nicholson asked if any of the projects are ‘shovel ready’ as this is a common requirement of recent funding announcements? M Hawes said that many are as they build on the work currently done and fit into the masterplan.  A Shopland felt that work is needed to hone this down into higher impact, smaller list. M Hawes outlined that this work has started. Some of the projects are part of a larger project/ themes. L Milla comments that a visual presentation is also being prepared which should be ready by the end of this week.  Financial update  A Chapman will circulate the latest project budget and costs. All the grant was due to be spent by 31 March but there is an extension. £700,000 has been spent and there is £400,000 left to spend. Most will be spent on Kres and the festival. |  |
| 8. | **Cornwall Council funding**  There is £1800 left unspent as more money has been spent on the website.  Previously it was reported that funding may be needed for installing a kiln in the Market House which would be open for community use, this is now being funded from the CCF. |  |
| 9. | **Green and Whitegold Group**  D James reported that the next meeting was on 2 April. |  |
| 10. | **Financial report**  I Chalmers sent the following financial report:  The bank account balances at 23rd March were:  Ordinary current account £23,575  Grant current account £8,403  Grant deposit account £357,494  The grant monies include the sum of £9,900 received from National Heritage on 18th March which relates to the Brickfields project and £355,997 represents the remaining funds from MHCLG.  Our accounts for the year ended 30th June 2020, which were approved at the last meeting have now been filed at Companies House and with HMRC.  Directors are up to date in Companies House. There may be a lot of changes due to the elections in May. M Brown suggested that it would be helpful if SABEF confirmed the number of Cornwall Councillors it would like in the future and if they are required to be Directors. | JS |
| 11. | **Key messages to share**  J Staughton asked that everyone note the date of the Festival – Saturday 26th June 2021. |  |
| 12. | **Any Other Business**  J Swain reported that the Chamber of Commerce is having a meeting about its future direction. SABEF doesn’t have the same role as a business support group so some felt it would be good if the Chamber was retained.  There is a request for any SABEF member to help identify storage space for KRES while the future location is agreed.  D Pooley updated about the cycle trails through St Austell. Birgit Honsch from Cornwall Council is drafting a brief for tender to look at joining together the Clay trails to the Pentewan trail through the town centre. | ALL |
| 13. | **Dates of Meetings**  Wednesdays at 9.30 – 11.30am. Venue: St Austell Print (TBC)  26th May; 21st July; 29th September; 24th November |  |