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**SABEF Executive Directors Meeting**

**21st July 2021**

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| **Present (D = Director)** |  |
| James Staughton (D) | St Austell Brewery (Chair) |
| Peter Moody (D) | St Austell Printing Company (Vice Chair) |
| Malcolm Brown (D) | St Austell Town Council |
| Anne Chapman (D) | Management Team |
| Ian Chalmers (D) | Phillips Frith |
| Dick Cole (D) | LAG/ Cornwall Councillor – St Dennis & St Enoder division |
| Jenny Moore (D) | St Blaise Town Council |
| Kym O’Mara (D) | St Austell College |
| Ashley Shopland (D) | IMERYS |
| Peter Guest | Cornwall Councillor – Bugle & Roche division |
| Chris Acraman | Chamber of Commerce |
| 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 |
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| **Apologies** | |
| Jacky Swain (D) | CEG |
| Jordan Rowse (D) | Cornwall Councillor – Bethel & Holmbush division |
| Dan James (D) | Eden Project |
| Robin Andrew | Head of Environment Assets and Service Delivery, Cornwall Council |
| Mark Ellis | Strategic Planning Manager, Cornwall Council |
| David Pooley | St Austell Town Council Clerk |
| Nikki Hotchin | SABEF project manager |
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| 1. | **Welcome and Introductions**  J Staughton welcomed everyone and in specifically Clive Acraman and Cllr Peter Guest. |  |
| 2. | **Notes of the last meeting**  The financial information should read:  Grant current account £13,289  Grant deposit account £297,552  These were agreed with this amendment.  M Brown reported that the Town Council was very appreciative of the presentation by the SABEF team and the feedback is much more positive. The team were thanked for their efforts. |  |
| 3. | **Chairman’s announcements**  Welcome Back Fund is ERDF funding to support the re-opening of high streets. Towns were asked to complete a survey to indicate the activities they would like to pursue. St Austell submitted with a range of activities combining ideas from BID, SABEF and Market House with a total cost of £100,000. The outcomes are awaited.  J Staughton identified that BID is no longer represented at SABEF. C Acraman is also a BID board member and will ask for a SABEF representative.  The presentation about West Carclaze will be delayed to 29th September. | CA  AS |
| 4. | **Town Vitality Partnerships**  **St Austell Revitalisation Partnership**  The partnership has been awarded £140,000 after an application for £150,000 from the Vitality Fund. This was reported in the St Austell Voice. The detail of the offer letter is now needed before projects can be taken forward.  **St Blazey Vitality Fund**  J Moore reported that a funding application has been submitted for £50,000. Further information has been requested but it is hoped that this will be successful. |  |
| 5. | **Parliamentary Boundary Review**  D Cole outlined the review of Parliamentary Boundaries which is underway. This is not reducing the number of MPs, but population numbers within the constituency should be within within 5% of 73,000. The first proposal from the Boundary Commission is that part of the Clay Area parishes has been put into the South East Cornwall constituency. D Cole is advocating an alternative which is to move the northern area of the constituency to North Cornwall (submission document to be circulated). Responses to the proposal are needed by 2 August.  P Guest supports this alternative and is lobbying for this.  Cornwall Council is discussing it next week but likely to be supportive of keeping Clay Country together.  A Chapman asked about the opinion of existing MPs. They are currently not committing to any viewpoint.  M Brown commented that from his involvement in Boundary Reviews previously, numbers are key. The review process is shortened – proposals are subject to a public enquiry after this initial consultation phase. Business feedback is important but rare. Current SABEF area would be covered by the alternative proposal. Constituencies are being used for economic growth funding so this has a direct impact on the area. St Austell TC is objecting but not putting an alternative.  A Shopland asked why the boundary commission are putting this particular recommendation forward. D Cole felt that it was because they use CC electoral divisions as the building blocks and the number needs to be c. 73,000 population. The alternative put forward still uses electoral divisions.  J Moore asked if support from other Town Councils would help. 4 China Clay parishes have written to object and propose the alternative. The more support the better.  It was agreed to write a letter to support a revised proposal to keep Clay Country together and to highlight the area SABEF covers which supports moving St Columb. | DC/JS |
| 5. | **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  This part of the project is complete. Roundabouts on the A391 bypass need weeding which has been requested from Cormac. People are using the area by the Charlestown roundabout a lot more.  Austell Ceramic Update  Craft is a growing industry around St Austell which is recognised by the LEP.  Green and Whitegold Festival went ahead on 26th June. There was good feedback, the festival was arranged with COVID regulations in mind which spread the event throughout the town. College was unable to put on its own part of the festival on the College site but the whole creative department was able to come down and was very positive about its involvement. Joining the Green and Ceramics went very well – it gave a bigger impact.  Is the economic impact of the festival being monitored? Not separately – it is part of the Austell Project evaluation. Businesses said that it was the busiest day for 2 years. It was suggested that more feedback requested to build up the economic case for future applications. Thanks particularly to Cat Radford for organising the event.  Brickfield is now a CIC and has been working in London with V & A museum. A new proposal for working in the Clays is being developed with £12,000 support from Eco-bos. Brickfield is also appearing in Biennial in Stoke in September this year plus 3 other Austell project commissions including Neil Brownsword and the Clay Country panorama.  The International Prize projects had a very good response with 160 participants taking part. Courses in Clay being offered at Cornwall College with a delayed start in November – support to publicise this would be very helpful. Market House has a small kiln which has had some SABEF support. Both of these, and the West Carclaze Community Hub are important for the long term strategy to embed this into the local economy and learning in this area.  The Public Art Trail still has 3 projects to complete and two others are being delivered in partnership. Guardian article recently highlighted the art trail as one of top ten things to do in this area. The Discover St Austell App has been updated with the Art Trail information.  Earth Goddess is waiting on White River Place approval – they would also need to cover the insurance and maintenance costs. J Staughton has met with WRP agent John Watkins. Proposal has been submitted for their approval and further meetings are being planned. This project has received a lot of publicity including internationally.  The David Mach mural at Chandos Place is proposed to move to East Hill but there is a need to check with planning first. Benches are delayed due to concrete shortage but the Town Council has agreed to adopt these.  Robin Sullivan created monolith is being installed by STARR and there will be a community event to celebrate this.  Café Tengo Town Heritage Scheme project is also progressing.  Marketing and PR  Detail is reported in the presentation - 1.16 billion is the total number of social media hits for the Austell Project.  Phase 2  Phase 1 started the implementation of the Masterplan; phase 2 continues this.  H Nicholson commented that Safer St Austell are considering developing a brand to help address perceptions that the town is not safe to visit. SABEF branding could help with this and a discussion would be helpful.  It was commented that the website is fantastic and has a very good presence on Google.  M Brown questioned what is the future role of the board now? The Revitalisation Partnership is taking over some of the role with such matters as the Vitality funding – there is a need for both organisations to work together. Example of this is the China Clay economic strategy which SABEF could help with. SABEF covers the Town Centre and the hinterland while SATRP is focussed on the Town Centre only. It was agreed that there should be some time set aside for discussion / workshop with the Directors.  Financial update  A Chapman reported that 3 years ago the CCF application was submitted. £826,000 has been spent and the fund remaining has been allocated. Aim would be to finish by March 2022. David Mach and Earth Goddess are the last two projects which will determine this.  Insurance has been renewed on the same basis for the next year, including £10 million PLI. Directors and officers cover is also included. | AC  All  HN  JS/HN |
| 6. | **Cornwall Council funding**  £268 left over from £40,000 original budget. Spend on Brickfields and website. |  |
| 7. | **Financial report**  The bank balances are:  Grant current account: £27,273.73  Grant deposit account: £237,547.18  Total: £264,820.91  SABEF current account: £16,029.02  The grant account has reduced by approximately £46,000 since May due to the Green and Whitegold Festival costs. The grant account includes £3,928 remaining of the Heritage Lottery money for Brickfields.  An annual audit for the financial year 2021 is required by MHCLG relating to the project funds and this has been arranged with Bennett Jones who did this last year. The audit report is due by September and all the necessary documentation and records are compiled and ready to go.  The preparation of the annual accounts to 30th June 2021 will start soon and should be available as the next Board meeting. |  |
| 8. | **Key messages to share**  Feedback on the Green and Whitegold festival particularly with regard to the joint festival and future dates.  Share the website information and Cornwall College course | ALL |
| 9. | **Any Other Business**  A Shopland reported that the A30 link road should send off its submission for funding this week to Government.    There is a Royal VIP visiting at the end of next week which will mark the 275th of discovery of china clay in Cornwall.  Eco-bos development phase 1 is continuing; Phase 2 has permission and land transfer is happening soon and build will start.  G7 legacy nature recovery project is the area of SABEF. IMERYS is a key partner. £250,000-300,000 is anticipated for enhanced restoration of mid Cornwall. 12 month pilot as a test and further funding for future years will hopefully come along. This will link to STARR and help reduce flooding risk.  St Austell College – the construction is due to start in Jan 2023 with completion in 2024. The theatre and business sites will remain in the plans but John Keay House will be demolished. It is important to have meaningful community and stakeholder engagement and SABEF support is requested for that. It will be a third of the size of the current building but the land around will remain owned by the College.  Applications from students have improved for next year and attracting more learners is key. College depts are now working better together and with the community. Any opportunities to host events or meetings, and be part of community events, are very welcome.  C Acraman reported that the Chamber of Commerce is changing to be a company limited by guarantee. There are also plans to apply for funds for training for businesses.  P Moody reported that there have been a lot of comments about the lack of benches down the A391 bypass and support for additional funding would be welcome.  J Staughton reported that there are numerous plans for the Queens Platinum Jubilee including a 2 day bank holiday. The main weekend is 2-5 June 2022. Activities include Beacons, Big Lunch and Queens Green Canopy. |  |
| 10. | **Dates of Meetings**  Wednesdays at 9.30 – 11.30am. Venue: St Austell Print (TBC)  29th September; 24th November |  |