

St Austell Revitalisation Partnership:

Date: 24 June 2021

Location: Via Zoom

Time: 2pm

Chaired by James Staughton

Attendees:

Anne Double (Cllr/MP rep), Howard Flint (Rev), Grant McDonald (Market House), Peter Moody (St Austell Printing Co), Kym O'Mara (Cornwall College), Richard Pears (Cllr), Jordan Rowse (Cllr), James Staughton (St Austell Bay Economic Forum), Ann-Marie Rogers (Ocean Housing), Mark Williams (WTW Cinemas), Chris Sampson (Community) Cllr Crystal Pearce (Town Council), Steve Double (MP), Dale Lovatt (St Austell BID), Mark Lewis (Lewis Estate Agents).

Advisors: Mark Ellis (CC), Sara Gwilliams (Town Council), Helen Nicholson (CC), David Pooley (Town Clerk), Caitlin Murray (CC), Rachel Smith (CC), Louise Wood (CC), Olivia French (Ward Williams), Emily Kent (CC), Mike Hawes (Mei Loci), Matthew Vowels (CDC), Amy Thurtle (CDC) Adrian Roper (CC).

Apologies: Tamsin Thomas (CC), Cllr Deborah George (Town Council), Cllr Malcolm Brown (Town Council), Dr Stewart Smith (NHS), Anne-Marie Rogers (Ocean Housing).

Actions:

JS opened the meeting and welcomed everyone and noted the above apologies.

2. Review of notes of the previous meeting:

JS reviewed the previous actions, and all were closed except for the following which are being rolled over:

- **LW** to investigate licences for Pop ups
- **ME** to continue work on a role profile for a project manager
- The working group action is subject to procurement. **JS**
- **DP** to ask the Town Council to elect a vice chair for the group
- **MH** to speak with **SS** to link social prescribing and reducing health inequalities.

3. Town Centre Vitality Fund Application update including Local Cycling & Walking infrastructure

The bid was successful and £140k has been secured. CM explained that they are now awaiting final sign off. CM raised the issue of appointing a project coordinator as previously in other areas this had not been supported.

However, this was being drafted to explain why this is a key element for St Austell. JS highlighted that St Austell Town Council were the youngest Town Council and without the resources that others may have which places them in a unique position, hence the ask for the role.

AD asked if this would form part of a consultant's work. JS explained that some skills will be able to be filled through existing skills sets but there would be a need to bring in expertise. LW stated that this is revenue funding for the position in the Town Council and then builds local capacity and becomes an embedded resource.

Cycling & Walking Infrastructure

AR joined the meeting and explained that the department of transport expects the council to have plans for future bids. HE stated that the key output for the town is have network plan and core zones which are then prioritised for investment. This should be integrated into policies and strategies and not be a siloed document. AR explained that Cornwall takes the approach that individual towns have their own plans.

AR explained that he has spoken with Sustrans and is working with them to deliver a plan in the next 3-4 months. LW asked if we were dovetailing with the cycle hubs and AR stated there is a desire to include this too. JS explained we were about to start some social media activity, and could we include any questions around this in that? **(AR to feedback to RS)**

DP stated that there were some enthusiastic cyclists and would welcome a conversation with **AR**

MH also stated he would welcome a conversation with AR to join up his project work. **AR**

4. Feedback on projects

MH shared the summaries of the projects which are starting to form the beginnings of a brief. MH explained the objectives are:

- 1: *To have a series of costed sub-projects which address the overarching goal of the increased vitality and economic viability of St Austell Town Centre.*
- 2: *At the completion of the project, to have a set of well documented outcomes which can form both immediate and longer terms goals for St Austell. These must link with third party strategies and projects as a resource for ongoing development of the Town Centre.*
- 3: *To achieve and demonstrate immediate gain through the 12 month project period by facilitating the implementation of workshops, events and a dialogue between property and business owners to begin to deliver some of the targets which do not require capital funding.*

JS asked if the partnership were happy with the objectives and there were no objections.

MH/RS to recirculate the updated document to the group for further comments back to MH. **ALL**

Specific comments on the feedback – RP expressed concern that £10k was a lot of money to remove some signs and declutter the town. The rationale was queried, and MH explained this involves replacement signage and accessibility as well. HN highlighted there had been previous decluttering exercises and we should be clear on the deliverable and scope of this. JS stated that we would share the plan before it goes live.

DP asked regarding the timescales for the grant conditions and CM stated they are working to refine the deliverables, but that St Austell were ahead of the curve.

5. Feedback on social media

The comments received were reviewed. It was agreed that we should make sure it is an “easy read” and accessible. RS to speak to CC to see if there is capability to assist. **RS**

SD stated we should ensure we are using the correct social media platforms and be explicit that the social issues are being dealt with separately.

It was agreed not to include the areas of spend.

JS agreed to circulate the final draft for comment.

6. Welcome back fund

MV presented to the group and explained this is the rebranding of the reopening of high streets. It is EDRF funded and the applicant is Cornwall Council but with the ability to use delivery partners.

MV explained this starts in Aug 21 and finishes in March 22 and has a strong legacy aspect. **MV** to circulate slides

JS asked where private property fits with this. MV explained the owner/landlord would have to demonstrate no financial gain from the funding.

HN shared a slide for thoughts and AD asked for no more art ceramics at the moment and was supportive of pop-up events. It was agreed that **HN and DL** would speak to go through this more thoroughly.

MH explained that there could be cross over with funding and that opportunities should be taken to maximise both funds. **DL** to assist **MH** with this.

AOB

JS notified the group that Grant Macdonald would be leaving the Market House and thanked him for his contributions. It was proposed that Sandra Heyward would take over as the representative for the Market House at the September meeting. There were no objections.

The meeting closed at 3.30pm

Date of the next meeting: 22 July 2pm - venue tbc. **RS**