

St Austell Revitalisation Partnership:

Date: 22 September 2021

Locations: Via TEAMS & Cornwall College St Austell

Time: 2pm

Chaired by James Staughton

Attendees:

Anne Double (Cllr/MP rep), 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), John Watkins (WRP); Cllr Deborah George (Town Cllr), Cllr Crystal Pearce (Town Council), Cllr Malcolm Brown (Town Council) ; Rev Howard Flint (Holy Trinity Church); Sandra Heyward (Market House); Dale Lovatt (Business Improvement District).

Advisors: Mark Ellis (CC), Helen Nicholson (CC), David Pooley (Town Clerk), Caitlin Murray (CC), Rachel Smith (CC), Emily Kent (CC), Emily Kent (CC); Louise Wood (CC) Rachel Gailbraith (CC); Nikki Hotchin (Social media); Caitlin Lord (CC).

Apologies: Mike Hawes (Mei Loci), Mark Lewis (Lewis Estate Agents), Steve Double (MP), Dr Stewart Smith (NHS).

Actions:

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

JS welcomed RG and CL.

HN informed the group that she would be leaving St Austell as the Community Link Officer (CLO) and taking up the CLO role for Truro & The Roseland. Caitlin Lord will be taking her place as CLO for St Austell and Mevagissey.

JS thanked Helen for all her hard work over the years and wished her well in her new role.

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:

Social prescribing and Cycling – which were linked to MH who unfortunately had to give his apologies at short notice. **(MH)**

3. Update on Projects (See attached Report)

HN explained that she had facilitated a review of the deliverables with the workstream leads resulting in the attached report.

Strategy & Master Plan:

DP stated that the key for this is the project officer role and DP requested some assistance in understanding the constraints of the procurement process before he can draft a job profile. CM/EK agreed to try and fast track the grant offer letter and arrange a meeting so DP could be offered comfort in the process. **(CM/DP/EK)**

The Partnership had no further amendments to this deliverable.

Inclusivity & Accessibility

MB explained that they had met and tweaked the deliverables.

JS queried whether there had been previous work on this, but there had been no formal report.

A question was raised around the number of contracts and HN confirmed that there are two: 1) Review and 2) Signage.

The Partnership had no further amendments to this deliverable.

Community Engagement

The £31k was discussed and concern was that whilst it is appropriate costs could escalate considerably. JS explained that the other projects, especially the first three, also involved community engagement and is perhaps a key role for the new project officer (production of a communications strategy).

The Partnership had no further amendments to this deliverable.

Active Transport

JW explained that this was a tricky workstream as the Local Cycling and Walking Infrastructure Plan (LCWIP) was still in progress and was not yet drafted.

JW highlighted that the infrastructure in St Austell was not yet sufficient and that perhaps the group should be looking at this from a different angle:

- Look at travel infrastructure instead of a cycle hub
- Should this deliverable be so reliant on the LCWIP?
- Does this have to be a cycle hub in the conventional sense?

DP stated that he was meeting with Adrian Roper with regards an e-bike trial.

DP also highlighted the best practice of Bodmin in the Priory car park.

JS stated that we need to come up with a plan that shows our ideal wants and needs. It was highlighted that the difficulty with this is that the LCWIP is being put together and maybe at cross purposes. HN stated that a good way to approach this is how can we add value to the LCWIP. However, this is tricky when you don't have the original plan.

The question was then posed can we ring fence the money for this area or have an option of taking the money out and holding in reserves? CM to explore these options **(CM)**

The timeframe was queried on the LCWIP which should be completed by May next year with 12 months to spend the money from the date of signing the offer letter.

Education

KoM explained that she hoped that the college would be able to act as the delivery arm for this workstream. KoM stated that she was pleased the amount had been increased to £15k from £11k without affecting the overall £140k.

The Partnership had no further amendments to this deliverable.

Town Centre

AMR explained that they felt the £15k was reasonable. Also, she stated that community engagement was also vital within this topic.

AMR stated that they had walked around the town and identified frustrations with properties and their condition particularly above ground level and the fact that some are constrained as they are effectively owned by pension funds.

AMR also confirmed that he has the information on previous work in relation to this from HN.

Leisure

MW explained they had used the PwC definition of leisure which does not include retail. They had conducted a simple audit of the town and identified gaps such as restaurants/indoor/outdoor entertainment. MW also stated that they had changed the wording to reflect the budget.

JW explained that he could assist with some of the buildings linked to pension funds so to talk to him regarding that **(AM/MW/AD)**. Also, to discuss the repurposing of buildings. RP asked to be part of this discussion too **(RP)**

It was also suggested to involve Active Cornwall – and MW stated that had engaged with them.

LW explained how she had a conversation with a local restaurant just outside the town and thought this was a prompt of how we engage with business on the outskirts of the town and link to pop up opportunities. JW stated they have a marketing company which plans their events so they should be having conversations with them to ensure everything is linked. JW to send JS the contact details of the Company “Destination” **(JW)**.

It was agreed to progress the deliverables in order for the Town Council to approve.

4. Update on Social media

NH presented her report (attached) and explained that this was conducted during August and whilst vast numbers were not forthcoming there is a good set of qualitative data.

NH reported a growing trend in views and shares and asked all Members of the partnership to share on social media to share the ‘Our Town St Austell’ page **(ALL)**. NH stated that the reach has been over 11k views.

It was agreed that whilst the deliverables for the projects are being formalised that a holding statement should be placed on social media. JS asked each workstream to start thinking about their promotion and how they would like to engage with social media **(ALL/NH)**

AOB

It was noted that the workshop for joint working between SABEF and the Partnership was set at 10am at St Austell Print on Wednesday 6th October. A save the date email had been sent to the partnership.

CS asked for point 4 on Education on the deliverables be corrected to reflect Cornwall College St Austell.

The meeting closed at 3.30pm

Date of the next meeting: 19 October @ 9.30am - venue tbc. **(RS)**