

**St Austell Town Centre Revitalisation Partnership
Tuesday 20th December 2022 at 9.45am**

St Austell Town Council Offices, The Stable Block, Penwinnick Road, St Austell, PL25 5DP and TEAMS

Attendees:

Democratic: Anne Double (CC) **(TEAMS)**, Malcolm Brown (TC), Deborah George (TC) **(TEAMS)**.

Voluntary/Community: Sandra Heyward (Market House) (CHAIR), Chris Sampson (Community), Rev Howard Flint (Holy Trinity Church), Dale Lovatt (Business Improvement District)

Business: Peter Moody (St Austell Print), Mark Lewis (Lewis Estate Agents), Miles Lovegrove (Fluid Branding).

Advisors: Sara Gwilliams (TC); Bill McCardle (TC), David Pooley (TC), Caitlin Lord (CC) **(TEAMS)**, Mark Ellis (CC) **(TEAMS)**.

Also in attendance: Mike Hawes, Mei Loci.

Welcome

Sandra Heyward (Chair) welcomed everyone to the meeting.

Apologies for absence

Apologies for absence were received from: Crystal Pearce (TC), Dr Stewart Smith (NHS), Steve Double (MP), Jordan Rowse (CC), Richard Pears (CC), John Watkins (White River Place), David Atkinson-Beaumont (Cornwall College), Neil Woodward (South-West Financial Services), Jonathan Aberdeen (St Austell Arts Centre).

Mark Ellis advised that Steve Facer will no longer be attending the partnership meetings as he has changed roles and is part of the Good Growth Team.

Minutes of the meeting dated 22nd November 2022

Chris Sampson asked that the words "and the lack of a critical mass to make this provision sustainable" be deleted on page 3 of the draft minutes.

The minutes of the meeting dated 22nd November 2022 were accepted as a correct record subject to the above amendment.

Actions from the minutes dated 25th October 2022

Mark Ellis advised that the action for him to clarify the Town Vitality Fund would need to be carried forward to the new year.

Action: Mark Ellis to check the Town Vitality Funding and advise the Town Clerk accordingly.

St Austell Revitalisation Plan 2022

The Town Clerk advised that the Summary Improvement Plan was now complete and had been well received and approved by the Town Council on the previous evening. He thanked Mike Hawes and his team, his fellow officers, the Partnership members and all who had contributed to the final report which he considered a really good, in-depth piece of work and a very valuable plan. He recommended that the Partnership approves the plan in order to allow progression to the next stage of delivery.

In response to questions Mike Hawes confirmed that there were over 700 pages of appendices to support and expand on the projects identified in the summary plan. David Pooley agreed to share the appendices with interested members subject to commercially sensitive information being treated as confidential.

Councillor Double thanked the partnership for their hard work and passed on grateful thanks from the MP who she confirmed has been kept informed by Mr Hawes during the development of the plan and is fully supportive of the projects proposed.

Proposed by Sandra Heyward and Seconded by Peter Moody, the St Austell Town Centre Revitalisation Partnership unanimously approved the St Austell Town Centre Masterplan.

*** Councillor Anne Double left the meeting ***

Output reports by Working Groups

Mr McCardle thanked all who had contributed to the production of working group reports including schools and school children. He asked the Partnership to note and approve the reports as follows:

- **Output 2 Inclusion** – report from Inclusive St Austell and Shopmobility Accessibility Report
- **Output 3 Events and Engagement** – reports from St Austell BID
- **Output 4 Education** – Education Provision in St Austell Town Centre

The partnership members considered the reports and watched an informative and very professional video produced by secondary school children and congratulated the schools on the quality of their contributions.

Mr Sampson expressed a wish for the Education Report to be considered by the Town Council in due course.

The St Austell Town Centre Revitalisation Partnership approved the reports for Output 2, Output 3 and Output 4.

Town Council update

The Town Clerk advised that the Town Council were extremely supportive of the work of the Partnership and the Improvement Plan; so much so, that they had approved an increase to the budget for 2023/24 to ensure a reasonable resource

was available to keep the project moving forward. He confirmed that the second tranche of funding for the BID for events had now been approved for release and that the contract for the Regeneration Officer would be extended albeit for reduced hours.

Cornwall Council update

Mark Ellis advised that little had changed since the last meeting and that the outcome of the Good Growth Funding bids are awaited.

Arising from a question, Mr Ellis confirmed that a consultation has commenced on the Devolution Deal for Cornwall but that he was unaware of the details and the effect it may have on the town centre revitalisation project.

Caitlin Lord advised that the Good Growth Levelling Up Fund had recently been launched and might be of interest to the Group. The Town Clerk clarified that this is a small fund and is not the same as the Levelling Up Round 3 monies.

Financial Update

Mr McCardle advised that £111,000 had been spent to date against a budget of £140,000 and that the project would be completed well within budget.

Revitalisation Project Next Steps

Good Growth Funding BIDS

The Town Clerk advised that 3 funding applications had been submitted to the Cornwall Council Good Growth Fund (sometimes known as the Shared Prosperity Fund) as follows:

1. Events officer and events (accountable body – St Austell BID)

This application envisages that St Austell BID and Studio 4 will work closely together with support from the Town Council to recruit an Events Manager and organise a programme of town centre events over a 2 year period to animate the town and increase footfall while the longer term projects are progressed.

2. Aylmer Square banners and projection/sound system (accountable body – St Austell Town Council)

This application seeks to undertake a short project to replace the faded banners on the old Poundland/Woolworths building and to provide projection/lighting and sound systems to animate the Aylmer Square area.

3. Old Vicarage Place Rooftop Garden (accountable body – St Austell Town Council)

This application seeks funding to progress this project to RIBA3 and planning permission stage so that it is "shovel ready" and can be delivered if sufficient capital funding becomes available.

Other Funds

The Town Clerk advised that opportunities for Levelling Up Round 3 funding were being explored with senior Economic Development Officers at Cornwall Council, representatives of Newquay Town Team and the MP. The Economic Development Officers are currently looking at commonality between the Masterplans for Newquay and St Austell and that a working group will be set up early in the New Year to explore further. The Clerk added that there might be capital funding available from the Deal for Cornwall.

Any Other Business

During discussion the partnership raised the following:

- The need for match funding for projects
- The need to communicate the Masterplan to community groups to keep the project alive and fresh
- The successful re-election of St Austell BID
- The future of the St Austell Bay Chamber of Commerce
- The future role of St Austell Bay Economic Forum (SABEF)

The partnership expressed their strong desire to keep the partnership going to help drive the project forward and it was agreed that the last Tuesday of the month at 9.45am, commencing Tuesday 21st February 2023 would be a suitable start date.

Date of Next Meeting

Tuesday 21st February 2023, 9.45am at the Stable Block or TEAMS.

The meeting closed at 10.45am.