



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN – Update February 2017

No	Heading	Detail	Information																												
Key Information																															
1	Name of CCT	N/A	St Austell Bay CIC																												
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Helen Nicholson St Austell One Stop Shop, 39 Penwinnick Road, St Austell PL25 5DR 01726 223605 hnicolson@cornwall.gov.uk																												
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">James Staughton</td> <td style="width: 50%;">St Austell Brewery (Chair)</td> </tr> <tr> <td>Ian Chalmers</td> <td>Phillips Frith (Sec and Treasurer)</td> </tr> <tr> <td>Tom French</td> <td>Cornwall Council – St Austell Bay</td> </tr> <tr> <td>Dave Halton</td> <td>Chamber of Commerce</td> </tr> <tr> <td>Jackie Swain</td> <td>CEG</td> </tr> <tr> <td>Malcolm Brown</td> <td>St Austell Town Council</td> </tr> <tr> <td>Peter Moody</td> <td>St Austell Printing Company</td> </tr> <tr> <td>Doug Scrafton</td> <td>Cornwall Council – Par/ St Blazey Gate</td> </tr> <tr> <td>Dick Cole</td> <td>LAG/ Cornwall Council – St Eno</td> </tr> <tr> <td>John Kneller</td> <td>Market House/ St Austell BID</td> </tr> <tr> <td>James Kittow</td> <td>St Blazey Town Team</td> </tr> <tr> <td>John Hodkin</td> <td>IMERYYS/ Eco-bos</td> </tr> <tr> <td>Dan James</td> <td>Eden Project</td> </tr> <tr> <td>Sally Foard</td> <td>Cornwall College</td> </tr> </table>	James Staughton	St Austell Brewery (Chair)	Ian Chalmers	Phillips Frith (Sec and Treasurer)	Tom French	Cornwall Council – St Austell Bay	Dave Halton	Chamber of Commerce	Jackie Swain	CEG	Malcolm Brown	St Austell Town Council	Peter Moody	St Austell Printing Company	Doug Scrafton	Cornwall Council – Par/ St Blazey Gate	Dick Cole	LAG/ Cornwall Council – St Eno	John Kneller	Market House/ St Austell BID	James Kittow	St Blazey Town Team	John Hodkin	IMERYYS/ Eco-bos	Dan James	Eden Project	Sally Foard	Cornwall College
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3 (b)	CCT Membership	Other partners and/or stakeholders to	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Helen Nicholson</td> <td style="width: 50%;">St Austell and Mevagissey</td> </tr> <tr> <td>Community Link Officer,</td> <td>Cornwall Council</td> </tr> <tr> <td>David Chadwick</td> <td>China Clay Community Link</td> </tr> </table>	Helen Nicholson	St Austell and Mevagissey	Community Link Officer,	Cornwall Council	David Chadwick	China Clay Community Link																						
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		be involved.	<p>Officer, Cornwall Council Tasha Davis St Blazey/Par/Fowey Community Link Officer, Cornwall Council James Mustoe Steve Double MP</p>
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	<ul style="list-style-type: none"> • Completed the St Austell Bay area Investment Plan which identifies areas for investment. • A display summarising the strategic priorities in this plan was presented at the Cornwall Business Fair and in St Austell Town Centre. This gave opportunity for businesses, residents and representatives of stakeholders such as the LEP and Cornwall Council to comment on the priorities for the area. • Successfully endorsed two applications for the Coastal Revival Fund for the Market House and St Blazey Roundhouse. • Developed ideas and a partnership to encourage cultural regeneration of the area based on clay – ‘Claytown’. The partnership established links with Stoke-on-Trent, local ceramacists and key organisations including Eden, Cornwall College and University of Exeter. Successful application to the Community Economic Development programme to further develop this. • Successful inaugural Whitegold festival on 1 Oct in St Austell town centre with funding from Arts Council • Initiated market research into developing a new brand for the area. • Supported new projects in the area through letters of support including: Carluddon Technology Park, Pasty Museum, Geothermal project at Eden, A30 link road and STARR (flood resilience project). These will all create or safeguard jobs in the area. • Unsuccessful bid to The Great Place • Development of website started.
5	Performance measures	Outcomes	<ul style="list-style-type: none"> • Increase in absolute business rate revenue • Increase in absolute council tax revenue • Increase in job numbers to give a positive Return on Investment in terms of GVA. • Increase in wealth, higher-paying jobs, inward investment and pride in place
6	Medium term goals/actions	Where is the team currently against these? Have they been	<p>Our plan is simple; 1. Get the basics right. Inward investment into the area is minimal due to the various barriers that hinder new and existing enterprise. Let us all work</p>

		amended?	<p>together to solve those issues by “Creating the Conditions for Growth”.</p> <p>2. Realise the potential of our assets. The St Austell Bay Area is rich in assets. From the two World Heritage sites, to the industrial brownfield sites, we have a diverse geography that can be enhanced for growth. We also have a diverse but fragmented economy that can be brought into cohesive clusters. “Grow the Offering”.</p> <p>3. Build a stronger community and pride in place. Cornish village and town life by its nature creates strong communities. However, many communities in the St Austell Bay Area are struggling with lack of aspiration and life chances. “We are proud of St Austell Bay”</p>
7	Performance measures	Outcomes	See 5. above
8	Long term goals and actions	<p>Are these still relevant? Changes? If not previously stated, what are the team’s long term goals now?</p>	<ul style="list-style-type: none"> • Connect via the A30 and superfast broadband • Transform our redundant sites • Revive our natural and heritage assets • Generate new technologies and new jobs • Inspire our communities
9	Costs	Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)	<p>Coastal Revival Fund - £50,000 (St Blazey Roundhouse)</p> <p>Coastal Revival Fund - £49,000 (Market House)</p> <p>Community Economic Development Programme - £5,000</p> <p>Private sector funding for website - £15,000</p> <p>Meetings venues – in-kind contributions</p>
10	Value	What value to the local economy has been realised by the team?	
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP?	Informal relationship; the LEP does not have a Coastal contact, or any other formal means of working with local economic groups. Formal meetings have taken place with Cornwall Council and Cornwall and the Isles of Scilly LEP.

		Does the CCT have a LEP coastal contact?	
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	<ul style="list-style-type: none"> • Businesses and public sector organisations were consulted as part of the development of the Investment Plan • The display at the Cornwall Business Fair, and in St Austell Town Centre, gave opportunity for businesses, residents and representatives of stakeholders such as the LEP and Cornwall Council to comment on the priorities for the area. Market research about a brand for the area was also carried out during this time. • Consultation about ‘Claytown’ – the regeneration initiative took place at the festival which was attended by 700 people. As a result of positive feedback a festival is planned for 2017.
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	<p>Communication with the community has been through Facebook: https://www.facebook.com/StAustellBayEconomicForum/</p> <p>Stakeholders were sent copies of the Investment Plan and the prospectus for Claytown. Events were promoted through press releases.</p>
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	GBC logo is the developing website http://www.staustell.co.uk/
15	Comms Contact	Details of local contact for comms, media, etc	Helen Nicholson, Community Link Officer, Cornwall Council. hnicholson@cornwall.gov.uk 01726 223605
CCT Logistics			
16	Costs	Average running costs of CCT itself	£500 (in-kind)
17	Sustainability	How will the team continue to sustain itself?	The current arrangements are dependent on the CIC making a difference in the area. As long as progress continues, the members will commit their time and resources voluntarily.

