



HERITAGE, CULTURE AND ENVIRONMENT DELIVERY GROUP DISCOVER HAYLE MAP AND WEBSITE

Minutes of meeting held on Wednesday 3 February 2010, 2.00 pm at
Passmore Edwards Institute

PRESENT

John Bennett (Chair, HAP), Simon Riordan (SR Studios), Greta Riordan (SR Studios), Veryan Jones (Cornwall Council), Beverley Plunkett (Visit Cornwall), Katy Teare (CoaST), David Flumm (RSPB), Jilly Whitaker (Calize), Georgina Schofield (Hayle Community Archive), Chris Harvey (St Ives Bay Holiday Park), Claire Casey (HAP)

1. Apologies for Absence

Jemma Roberts (CoaST), Lesley Barlow & Colin Garrick (Rural Transport), Brian Capper (HTC), John Daniel, Cheryl Marriott, Carol Dungey (Co-op and individual), Duncan Leech (Higher Trevaskis Caravan and Camping Park), John Pollard (HAP, CC, HTC), Sue Sayer (Cornwall Seal Group), Laura Christon (Harveys Foundry Trust), Ray Tovey (CC), Sally Faulkner (Manager Hayle Library)

2. Chairman's Welcome

John Bennett welcomed everyone, followed by general introductions around the table.

3. Revisit project description and general information

Simon Riordan gave a brief résumé of the projects intent and how Newquay and St Austell had compared and contrasted in delivery terms plus the good points and the failings. One main point raised was how the sponsorship had concentrated more on the big businesses and it was felt that in Hayle's case the small business should be area for concentration to help generate inclusivity.

4. Financing

➤ Cost

A breakdown of the costs involved with the production of the map and website will be sent by SR Studios to HAP early next week but a rough guide includes:

Two sides

1. Heritage and history shown from the perspective of the two centres to Hayle rather than one to include historic buildings, trails, etc
2. The "Bay" to include flora, fauna, public transport frequency map, footpaths, caravan and campsites etc £18,000.00

Printing

- Based on 50,000 (St Austell) £7,000.00
- Estimated total for production of map** £25,000.00 £25,000.00

Distribution

- To be ascertain but minimum from Post Office

Website

- Based on previous pricings (production only) £8,000.00 £8,000.00
- Estimated total overall cost** £33,000.00

➤ Sponsorship

Known sources of income to date

Grants

- Co-op (received) £1,000.00
 - WCLAG (Stage 2 pending) £9,000.00
- £10,000.00 £10,000.00

Sponsors

- Cornwall Council x2 £6,000.00
 - Haven £2,000.00
- £8,000.00 £8,000.00

Total anticipated to date £10,000.00

Other possibilities for sponsorship:

National Trust, South West Water, Local Businesses – through “awareness days”, Devon and Cornwall Rail Partnership (Claire to write to Bill Mitcham with more definitive request), First Great Western (John Bennett to contact Julian Crow), Nature Paints (John Bennett to approach).

During discussion on sponsorship it was suggested that the following be considered:

- An allocation of maps in line with contribution to the caravan/campsites.
- Initially 2,000 free for a site with a charge for further copies.

John Bennett to look into the setting up of an account to hold monies, possibly with Hayle Town Council. Veryan Jones emphasized the importance of being able to reclaim VAT and the need to progress with the account so that as soon as details are known requests can be made to Cornwall Council for their funding as it could take up to two months for the monies to be available.

5. Project Management

It was provisionally agreed that this would be shared between SR Studios main project management, Veryan Jones, with Claire Casey arranging meetings, sending out Agenda, and taking and circulating Minutes.

➤ **Contributors**

- All who have shown an interest to be contacted and asked to provide a list of preferred content prior to the next meeting
- Consider how the area is going to be presented
- Consider having trails named – could be fund raising scheme - fee to have suggestions put forward – perhaps involve the schools
- Consider additional content type – what to include eg tide times

➤ **Marketing**

To be considered (see 4 above)

6. Any Other Business

- The project and financing to be put to the HAP Management Team on 10 February for approval.
- Katy suggested that she and Jemma from CoaST would undertake a monitoring survey once the map is “up and running” – this was eagerly accepted.
- It was noted that the Hayle logo must be included and main colour to be appropriate.
- Next meeting to concentrate on content, style and design (not in depth) with SR Studios getting the perspective right to present at next meeting (and provide electronic version of first cut for circulation to those not able to attend).

7. Date and Time of next meeting

The next two meetings were arranged for Wednesday 24 February and Wednesday 31 March at 2.00 pm at Passmore Edwards Institute

Meeting closed 3.40 pm

ACTION

- **SR Studios to send HAP a breakdown of the costs involved with the production of the map and website to HAP to be put to Management Team meeting on 10 February.**
- **John Bennett to contact and speak with Nature Paints regarding the project.**
- **John Bennett to contact Julian Crow, FGW for sponsorship.**
- **John Bennett to look into holding account.**
- **“Invoice” to be drafted and request for funds made to Lesley Barlow and Dave Lewis, Cornwall Council**
- **Claire to ascertain cost of distribution of map to all TR27 postcode through Post Office Services**
- **Claire to progress WCLAG application**
- **Claire to contact Bill Mitcham asking for specific sponsorship for the Website quoting cost of £8,000.00.**
- **Claire to get clarification from Clare Leverton on terms for receiving grant monies from WCLAG.**
- **CoaST to provide email confirming that they are willing to assist with monitoring of the impact of the map and website**