

Herefordshire Food & Tourism Partnership, 10th June 2014

Present: Jenny Beard (Chair), David Curtis, Bobbie Heavens, Clare Greener, Nick Read, Cathy Meredith, Christine Hope, Rachel Jones, Emily Durrant, Dawn Turner, Clare O'Reilly, Tracey Ricketts.

Apologies: Mike Pigrem

Updates from the previous meeting

1. LEP Tourism Officers Group

Rachel reported on the group, which was not an official group established by the LEP but which represented those interested in engaging in a dialogue with the LEP. Herefordshire had been under-represented and Rachel had joined but she also needed a private sector rep to accompany her. It was agreed that Jenny would fulfil that role with Bobbie as substitute.

2. Food Festival Fringe

Nick gave a verbal update on the fringe. Clare indicated that the festival website was available to promote activities but the deadline for the printed programme was 30th June and this was for things that were certain to take place.

3. Wye Catchment Management Partnership

Cathy reported on a recent meeting of the Wye CMP. It was felt that recreation (other than fishing) was not being successfully included in the process.

4. May 1st Network Meeting

Cathy and Jenny fed back from the meeting, which had been well-attended. Various ideas and concerns were raised of which the quality of broadband continued to be an issue. Leominster Tourism group, in particular, were raising members' concerns. Guest speaker at the event had been Paul Tickner, who organised tours for American tourists and was interested in extending into Herefordshire. All attendees at the May 1st event had been contacted to inform the LEADER process.

In response to the discussion on broadband David informed the group of Wansdyke Telecom, a CIC based in Bath, which was installing fibre optic cabling in the south west for community benefit across Duchy land. The CIC was interested in having a discussion with Herefordshire Council to see if a similar initiative might apply. Matt Smith was to be approached.

5. Meeting with Richard Tyler

Nick reported on a meeting with Richard Tyler, the Sustainable Tourism Officer from the Brecon Beacons National Park. It was agreed to invite him to the next meeting.

6. Community Land Trust

Nick reported on a meeting held to discuss a community buy-out of the Tillington Estate, part of the Co-Op farming portfolio. One of the outcomes of the meeting was the need to set up a working group to look at community land transfers if opportunities arose in the future, which the Bulmer Foundation had agreed to host. If formed, this group would come under the auspices of the Food and Tourism Partnership.

Draft Food and Tourism Action Plan

The plan had been circulated and Jenny stressed that it was a draft and work in progress. It represented the results of desk top research initially. It was a plan for the county, not for individuals. The ensuing discussion affirmed that it was to be a joint food and tourism action plan and would therefore contain elements that might be wholly food or tourism related as well as those that transcended both. People were asked to feed comments back to Jenny.

LEADER Programme

Dawn and Tracey gave an overview of the LEADER programme. There were six priority areas (set nationally) and although funding was not allocated in advance to these 70% of all LEADER projects had to directly support growth and jobs in the rural economy. The remaining 30% was eligible to fund social or community projects but must still demonstrate how they contributed to growth.

The Marches LEP was responsible for endorsing the LEADER bid which, although it didn't have to be submitted to Defra until 5th September, in order to fit in with the LEP Board's meeting cycle had to be presented to the Board by the end of June.

Dawn confirmed that HLF was eligible as match funding for community projects.

Jenny had drafted a SWOT analysis based on a study undertaken in 2012 and this formed the basis for discussion. Further tourism focus groups were to be convened. Tracey recorded the ideas arising from the discussion in order to feed into the LEADER process.

Date of Next Meeting

Two potential dates were suggested to try and ensure that Richard Tyler and missing colleagues could also be present:

9th July at 2pm at the Duchy offices or

14th July at 2pm at the Cider Museum