

## **Growing Tourism and Food in Herefordshire, 21<sup>st</sup> February 2014**

**Present:** Nick Read, Bobbie Heavens, Jenny Beard, Cathy Meredith

**Apologies:** Rachel Jones, Christine Hope

The action points arising from the meeting held on 8<sup>th</sup> January had been carried out:

- Potential Terms of Reference had been circulated
- A paper had been drafted which looked at previous county strategies and these had been put through a PEST analysis (Political, Economic, Social, Technological)
- Sir Ben had been contacted
- Invitations had been sent out to a list of potential delegates for the wider meeting, to be held at the Three Counties Hotel on 5<sup>th</sup> March.

It was noted that the Flavours of Herefordshire Festival was being moved to August.

The meeting discussed the PEST analysis presented by Jenny. It was felt that there was little in place to support micro-businesses rather than SMEs and that this needed to be raised at the Economic Summit being held at the end of February.

Consultation on the future development of the partnership should include Liz Persey, Ruth Christopher, Pat Churchwood, people at Dewsall Court and FarmStay.

David reported on the links between the Duchy and a CIC which was delivering superfast broadband. This was an important development for the tourism industry.

Planning for the meeting on the 5<sup>th</sup> concluded:

- There should be some case studies presented to the meeting on what was already happening in the county and a discussion on the potential for further development
- We should map existing activities and networks and see where there might be gaps in Herefordshire
- The meeting should break into four groups, based on PEST, to address what were the priorities for Herefordshire

We should articulate why a partnership would be advantageous, including:

- Mapping the links that already exist within the partnership (RFN, Council, HBB etc) and including links to other strategic partnerships. Copies of the Food Strategy should be available and David should outline the work of the Food Partnership and how it dovetailed with Tourism.
- The potential to develop bids to gain more resource (e.g. Esme Fairburn, Awards for All), though stressing that the partnership was issues-led, not money led, and that much could be done on voluntary activity

We were not about looking back, but looking forward, and delegates should leave with a draft Constitution to consider and discuss within their networks and associations. They could also be given a partnership agreement to sign to demonstrate commitment to taking it forward.