

Notes and Action Points: Food & Tourism Partnership, 26th March 2014

Present: Jenny Beard (Chair), Bobbie Heavens, David Curtis, Rachel Jones, Cathy Meredith, Nick Read

Feedback from March 5th meeting

- The day had gone well and feedback was positive, people appreciated being consulted and respected for their expertise
- Bobbie had been invited to business network meetings that had not previously involved a tourism element

The written comments from the working groups had highlighted:

- The need for a flexible partnership structure
- Marketing and communication as priorities
- Business development support

Next steps

Discussion took place on the next steps for the Partnership. It was agreed to:

- Arrange a series of exploratory discussions with key people known to the group who would be sympathetic with the aims of the Partnership and could help inform its development (see below).
- To support this a briefing note was required that could be circulated prior to any discussion, together with a pro forma document to capture the information required from prospective partnership members

ACTION: Cathy and Jenny

- Economic data of the value of the sector to the Herefordshire economy was needed

ACTION: Rachel

- Representatives from the participating networks at the March 5th meeting would be asked to sign the TOR and provide basic data of the breadth of their networks, so that the Partnership could speak on behalf of the collective voice

ACTION: Jenny

- Bobbie would investigate the potential for sponsorship to support some of the necessary activities of the Partnership, with an initial emphasis on supporting a newsletter

ACTION: Bobbie

Relations with Visit Herefordshire

It was considered important that the Partnership should be inclusive, and seek to maximise the synergy with VH, but also be realistic about what any of the partners (including VH) was able to deliver. As a priority a meeting would be arranged to include Geoff Hughes, staff from VH, Jo Hilditch and Glenn Jones to discuss future working relations.

ACTION: Rachel to liaise over Geoff's diary, Jenny to take the lead

Logo and Title

It was agreed that we needed a title and logo to accompany the partnership. Rachel would investigate options using the "Herefordshire" Brand and develop proposals to be considered.

ACTION: Rachel

Exploratory Meetings

Meetings should be arranged to discuss cross-cutting themes and engage with potential partners. Both the Duchy and the Bulmer Foundation were able to host meetings if necessary. A list of those to be contacted include:

- Matt Slocombe
- Tom Oliver
- Jane Wheatley
- Faye Wrixon
- Liz Hill
- Tim Gilbert
- Andrew Nixon

Bids

Nick and Peter would develop a “first draft” of the Esme Fairburn bid for discussion

ACTION: Nick and Peter Norton

Rachel and Cathy would discuss with Nick Webster what was available within the county and the timetable of availability.

ACTION: Rachel and Cathy

Cathy reported on the developing LEADER Programme, which was orientated towards economic growth and job creation. Jenny would broker a discussion with Tim King in Shropshire to look at the potential for a collaborative bid.

ACTION: Jenny

We needed to ensure that we were feeding in to the Local Development Strategy for LEADER.

Feedback

Jenny reported on a meeting with Dr Alan Morpeth, who lived in the Garond in France and who wanted to develop a co-operative exchange with Herefordshire and Worcestershire. Although it seemed unlikely that this would result in any immediate developments it was considered important to learn from the French experience.

Cathy suggested Charles Martell as an inspiring speaker for a future Partnership meeting

Date of Next Meetings

A joint meeting with the Sustainable Food Group on Friday April 25th at 2pm at the Cider Museum.

A wider network meeting to be held on 1st May at 11am, at the Duchy Offices.