

## Notes & Action Points: Food & Tourism Partnership, 8<sup>th</sup> January 2014

**Present:** Bobbie Heavens, Jenny Beard, Cathy Meredith, Christine Hope, David Curtis, Rachel Jones, Nick Read

The idea of developing a more coherent partnership approach to food and tourism issues came out of discussions on the rural business day. There is a growing need and an opportunity to address this given the changes taking place to Visit Herefordshire. The focus is to be on Herefordshire and its unique cultural and rural heritage. The link with existing strategic initiatives, and especially the Sustainable Food Strategy, is considered very important.

It was agreed from the meeting that:

1. A Constitution would be developed to support a partnership approach, in which individual organisations might have clear responsibilities but the partnership collectively would be the owner of the strategy. The recently revised Constitution for the Herefordshire Food Partnership was suggested as an example. **ACTION: NICK to circulate**
2. It was important to revise existing strategies, both for tourism and the Sustainable Food Strategy in order to ensure that the synergies between them were maximised and that they were fit for purpose in light of the significant changes that have taken place in external funding, organisational structures etc. **ACTION: JENNY & BOBBIE, HEREFORD FOOD PARTNERSHIP to look at respective strategies**
3. A longer term goal was the development of a joint strategy that encompassed sustainable food and sustainable tourism for Herefordshire.
4. The partnership would begin by approaching the local tourism organisations that are already active within the county. It was agreed to draft a letter of intent and arrange a meeting with these to discuss a partnership approach. The letter itself would reflect the existing partnership (i.e. the organisations already around the table), including: Rural Hub, Jenny Beard (Food and Tourism Development), Bobbie Heavens (Tourism Industry Consultant), Church Tourism Group, Mortimer Country, Festival of Churches, Herefordshire Brand, Truffle Herefordshire, Bulmer Foundation, Duchy Estate, Herefordshire Food Partnership, Rural and Farming Network, FoodLinks Directory.

The Hub was happy to act as host for the letter and responses. The Bulmer Foundation was happy to host the meeting. **ACTION; JENNY to draft letter for comment**

5. To support future development the partnership would need:
  - To establish a database, building on the Food Links Directory and other member' databases.
  - To host a launch, probably at an existing venue such as the Food Fair, H.Art, H.Energy etc., to maximise the publicity for the venture
  - To develop appropriate links with other strategic players, though not expecting them to attend partnership meetings, e.g. Hereford Council, the Business Board, Marches LEP, Jo Hilditch etc. This list needs to be developed over time.
6. Resources would be important, but a bid to Esme Fairburn or similar offers funding possibilities when we are clearer about the direction of travel and expected outcomes.

**It was agreed to meet at the Bulmer Foundation on Friday 21<sup>st</sup> February at 10.00am.**