**Herefordshire Sustainable Food and Tourism Partnership, 26th May 2017**

**Present**: Jenny Beard (JB), Andy Black (AB), Nick Read (NR), Cathy Meredith (CM), Rachel Jones (RJ), Matt Smith (MS)

**In attendance**: Christian Dangerfield

**Apologies**: David Curtis (DC), Clare Greener (CG), Christine Hope (CH), Martyn Hammond (MH)

**Previous minutes**

The notes from the meeting held on 10th March 2017 were agreed as an accurate record.

**Matters Arising**

NR reported that a meeting had taken place with Vinia Abesamis to discuss the post-Brexit conference that had been suggested at the previous meeting, but it was felt that it was too early in the proceedings to gain traction from stakeholders.

**Hereford Local- Food Centre**

Christian was welcomed to the meeting. He is involved in a number of initiatives which would promote Hereford’s attractiveness, and which are essential components that underpin other schemes, such as attracting students to the proposed new university.

He outlined a proposal that is being developed, in conjunction with Anthony Legge, (Legges of Bromyard) to produce a food centre that would showcase local produce. Legges has expanded from a small butchers in Bromyard to an award winning business. In 2016 a second shop was opened to compliment the Bromyard premises, located on the A465. Most of the produce is locally sourced and demand has outstripped supply.

From this came an idea to develop a showcase facility for the county. Ludlow Food centre was upheld as an example, which covers an area of c4 acres. Christian has identified four possible sites within Herefordshire. One is next to the cattle market and another at Lugg Business centre.

There was extensive discussion on what factors would lead to success and it was generally felt that location was the most critical.

**Updates - Visit Herefordshire**

* AB updated the group on City of Culture. The EoI had been submitted. Shortlisting was expected by the end of June/early July. If successful a visit would be made before the end of September by the judging panel and the final announcement was still expected in November.
* The Great Place bid had been successful and the detailed work programme was being worked up. HLF had to sign this off before the project could begin.
* VH Accommodation and Activity Guides had been produced and further print runs were required.
* Hereford will appear in both Cycling World and Active Lifestyle magazines
* The next Tourism Forum was scheduled for 21st June at Hampton Court Gardens

**Broadband**

* MS reported that the BT contract had ended and that Gigaclear had been contracted to fill in some of the remaining gaps in coverage. Cash was being sought from European funding streams including ERDF and EAFRD. The proposal was to identify clusters of businesses that required broadband and submit bids on behalf of the clusters.
* Although posts had been advertised to support the continuing roll-out of broadband locally, to date Hereford Council had been unable to make an appointment.

**LEP**

* RJ reported on the Growth Programme, where a second phase of funding was in train. There was lots of interest in improving accommodation, and the minimum grant was £75k which supported the upper end of the market.
* There had been interest under the food processing heading but not many actual applications

**Brightspace**

* NR reported on the change of name and new e-mail

[nick.read@brightspacefoundation.org.uk](mailto:nick.read@brightspacefoundation.org.uk)

* The Foundation had discussed its role in the Great Place bid with Rural Media and awaiting the go ahead from HLF to begin work

**LEADER**

* CM reported that the local LEADER LAG was not operating as effectively and that project applications were amongst the lowest in the region. The RPA had begun to discuss next steps.
* However, it was also felt that the inability to spend LEADER funding on publicity was counter-productive and that the quality of applications was generally poor.

**Destination Plan**

* JB reported that the plan was a third of the way through being developed and that extensive consultation had taken place.
* The feedback from stakeholders was that the profile of Herefordshire needed to be raised in general as the best way of supporting their individual businesses.

**HSFTP Logo**

Discussion was deferred until the next meeting

**Date of Next Meeting**

Suggested dates were either the 14th or 21st July, at 2pm