

Minutes of Board Meeting of Berks, Bucks & MK and Oxon (BBO) Food Group CIC

Monday 25th January 2010 3 pm to 5 pm. CCB Offices, Reading.

Present:

Chris Rawson	Director	Chair	Bucks CC
Tamara Schiopu	Director		BBO Food Group CIC
Clare Marriage	Director		Doves Farm, Berks
Jane Bowler	Director		Dews Meadow Farm, Oxon
Phillip Emmett	Director		Emmett's Farm, Bucks
Mary Rumsey	Director		Rumsey's Chocolates, Bucks
Susie Ohlenschlager	Observer		OCC
Elaine Cook	Observer		CCB
Wendy Hole	Minutes		BBO Food Group CIC
Wendy Tobitt	PR		BBO Food Group CIC (from 4pm)

Apologies: Jodie Cavaye, Director, Copas Traditional Turkeys, Berks. Henriette Reinders, Director, SEFGP. Colin Wainwright, Director, Quince Products

1. Minutes; Matters arising; – Chris Rawson

Apologies to Colin Wainwright whose name was missed from those present at the meeting 29th Oct 09.

Minutes from the previous meeting Mon 29th Oct 09 agreed. Posted on www.local-food.net

2. Management Update – Tamara Schiopu

(i) Financial Report discussed

- CIC finances need to be clear by the end of the financial year to ensure tax will not be paid. The cost of producing the food guide will ensure this.
- OCC account has some flexibility and will receive the last instalment of £12 500 from SEEDA. It is predicted reserve of £5 000 or less will be taken into the new financial year.

(ii) Projects Update

2010 food guide will be designed by Clear and Creative and printed by Nuffield Press as in previous years. The design and print cost is £12 000 for 10 000 guides, which are 120 pages, in a slightly larger than A5 format. There is a new cover design and theme of 'reducing food waste'. The guide is divided into 3 sections:

1. Seasonal editorial and recipes.
2. Entries and adverts.
3. Food Trails (x3), vouchers and offers.

The back cover is taken by Reading UK CIC 'Eat Reading' campaign who have contributed £700.

The 1st and last page by Bucks and Oxon 'Love Food Hate Waste' campaigns who have contributed £500 each.

The food guide will be printed 15th March for distribution before Easter.

(iii) Updated Membership on Website

Hospitality membership to be launched on 26th and 27th Jan. New hospitality membership packs **to be sent** to chefs and promoted over the next few weeks (for new hospitality members to be included in food guide). Promotional ideas welcomed from the Board.

(iv) Approaching County Council Chief Execs.

The BBO Food Group Success Portfolio has been produced with 12 case studies for directors to present when trying to secure future funding for food group. WT to produce accompanying cover letter.

Thanks given to SO who arranged a grant of £2,000 for the production of the Success Portfolio.

It was suggested a hospitality member case study should also be included and the portfolios to be put on the website www.local-food.net

(v) 2 Local Flavours Catering orders for the food group have been placed for events in March.

(vi) the food group helped in the organisation of the regional partnership training programme, which has been of additional benefit to producers with 4 events to be held in the BBO area.

3. Future Sustainability – CR & all

- CCB will not provide funding and there is no funding available from the 6 unitary authorities in Berks.
- Bucks CC will not provide funding.
- OCC will fund £15 000 from the Economic Development Fund which will fund 0.5 member of staff, at 2 ½ days per week and enable the Food Group to remain active (Option 0.5 in TS scenarios spreadsheet, Board Mtg Oct 2009).

This will enable the Food Group to run the following services:

- BBO Food Group CIC website www.local-food.net
- Local Flavours annual Directory
- Monthly newsletters providing members info on events, training etc.
- Management of membership fees, renewals etc (to be confirmed).

This funding would not allow for arranging member networking events and another Local Flavours Festival. Funds would still need to be raised for new projects funding. It is unsure as to whether the Food Group will be involved in organisation of the Bucks Show 2010 and there was an issue over OCC being the sole contributor whilst the Food Group still covered the Berks, Bucks and MK area.

Other possible sources of funding were suggested as the following:

- Fairburn Foundation (Berks)
- Making Towns Distinctive campaign as used in Thame/ Watlington/ Henley
- LEADER grants – focusing on tourism. These are capital intensive rather than revenue for 1 year long projects so particular project ideas must be sourced. Grants available in S.Oxon, W. Berks, MK & Aylesbury, Chilterns (S.Bucks) up to £50 000. TS to investigate.

- SERCO – a possibility of securing £100 for each business contact if the Food Group is able to secure a sub contract business support from Business Link. EC to investigate.
- Big Lottery Funding available for 2 areas: 'Awards for all' and 'Reaching Communities'. Awards of £300 to £10 000 available. TS to investigate.
- Food Group Board directors from each of the 3 counties will approach a supportive county council member/ influential supporter to meet the CEO of each council with the Success Portfolio.
- JB will forward a copy of the letter sent by TVFM to board directors as an example of their highlighting FM in the BBO area and requests for funding.

4. Local Flavours Festival – TS & all

Written report of 2009 LFF discussed.

Final report enclosed

It was decided that to make the next LFF successful there should be an increase in marketing, communication and enough time to allow for sufficient planning in these areas. Since the BBO Food Group will have a reduced number staff hours from April (0.5), 2010 will be used as a planning year. The Board decided the next Local Flavours Festival will be in 2011.

6. AOB

Next meeting: Monday 29th March 2010 4pm, Oxon (venue tbc) to include the first BBO Food Group AGM. Followed by farewell dinner to Wendy Hole.