



PD STEERING GROUP – 8th February 2014 @ 1.30pm

Chairman: Nicola Chegwidden

Vice-chairman: Sean Garrard

Present: Toby France (TF) Nicola Chegwidden (NC), Sean Garrard (SG) (Lincolnshire), Leanne Eyre (LE) (Eastern Area), Tessa Cadman (SWA), Adele Middlebrook (Northern Area), Rob Williams (Co-option), Tracey Knowles (SWA), Mark Hurst (Northern Area), Stuart Jakeman (SE area), Alison Provis (Eastern Area), David Gwatkins (co-option)

Part Meeting: Claire Worden (CW) (Council Chairwoman), Hannah Talbot (Vice chairwoman), Chris Manley (Vice chairman), James Eckley (ECO) John Hardman (JH) (BoM), Emily Johnson (Discovery officer), Christina Evans (Fundraising Officer), Ben Westwood

In attendance: Cath Sykes (CS) (Youthwork Officer)

Attachments:

1. Welcome

Nicola welcomed everyone to the 1st PD steering meeting of the year & to the PD Team and said that all ideas and comments were welcome. Aims and objectives of PD Steering Group – a handout was given out for everyone to keep giving them details about what the groups and their aims & objectives are for the forthcoming year.

2. Apologies for Absence

Sandra James, Dai Jones, Eimir Ryder (Wales)

3. Confirm the minutes of previous meeting – 9th February 2013

3.1 Approval of minutes of last meeting (2nd November 2013) – the minutes were signed as a true and accurate record

Action

No action required

4. Matters arising from those minutes

4.1 NC informed the meeting that all the action points from the minutes of the last meeting will be discussed on the agenda

Action

No action required

5. To receive any relevant correspondence

5.1 A letter had been received from Mid Devon County council giving permission for the Time Capsule to be buried

5.2 An email had been received from Derbyshire Farming Life Centre offering to support the Rural+ campaign.

Action CS to pass on details of Derbyshire Farming Life Centre on to Derbyshire FYFC.

6. Ski Trip

6.1 John Hardman and Ben Westwood spoke to the group regarding the ski trip. They reported that it had been a successful trip but there is room for improvement. The comments from the previous steering group meeting had been taken on board and implemented. Next year's event will take place from 3rd-10th January at Teignes starting at £399. There will be a variety of modes of transport to get there. John Hardman requested that the ski trip be transferred to the communication, Events and Marketing committee as it fits their remit better. The PD steering group unanimously agreed to this.

Action

Information to be passed to the Communication, events and marketing committee.

7. Budgets 2014

7.1 NFYFC Treasurer, John Hardman and Chief Officer, James Eckley presented the NFYFC 2014 Budget. Full budgets, for every department and an over view paper were handed to each member of the SG. The overall position of the Budget is a deficit of £208K.

The significant change to budget 2014 is that the HOPS Labour Solutions is in a year of transition as the Seasonal Agricultural Workers Scheme programme it previously administered under contract to the Home Office has ceased. HOPS is therefore in a year of transition as it now must operate 100% of its business in the free market place, which is extremely competitive. Therefore the budgeted donation from HOPS for 2014 is zero. The 2013 donation was £125K.

John and James referred to the paper previously circulated (paper ref 018-14-A) which depicted the income streams of the NFYFC together with departmental costs. The following was highlighted:-

- Membership income (levy and convention surplus) equate 41% of income

- Sponsorship/donations 27% of income
- Funding gap against total spend 2014 equates 32% of income

The Board of Management is examining all costs to the Federation however, the NFYFC already is administered in an economic way with no more room to reduce cost without also reducing programmes of work. Therefore to bring about a 30% cut in budget, a 30% cut to programmes would have to be achieved. For example that would equate to 10 NFYFC competition finals being removed from the programme. The recent restructure of the NFYFC Management Staff has combined three posts into two, and thus savings have been made to the employment costs. John highlighted that further reductions to staff costs will have to be combined with a cut in programmes/services delivered by the YFC Centre.

Members of the steering group and council were asked to consider the levy paid annually, to be mindful that the last increase to the levy was in 2011 and if the levy should be increased and by how much. This will be discussed at the Council meeting tomorrow (9th February 2014) and John and James will be available to discuss the budgets for the rest of today.

Action

Members to read the budget.

8. Co-options

8.1 Robert Williams (Training interest) and David Gwatkins (Rural+ interest) were proposed by Alison Provis and seconded by Toby France. Both said a little about themselves and how they could help PD's work.

Action

None

9. Princes Countryside Fund

9.1 Christina gave an update on the potential funding proposal which could benefit the organisation with £150,000 to spend on courses for 3 years.

9.2 Questions: What brand will the certificate be connected with? It will be a nationally recognised certificate

Q. When will it start? Autumn.

Q. What courses will be on offer? Any. Because it is a pilot we can trial lots of courses to see which ones work, which ones are the most popular etc.

Q. What will be the frequency of the courses? Depends on uptake

Q. If you are over-subscribed how would you offer the places? No. Per county?

Q. Where would the courses be located? Spread around the county.

The group thought that this was a great idea although not a great deal of money for the whole Country and this could take away from Counties who currently get funding, one County stated £40,000 for the year.

A name is needed for this potential funding so if the group can think of anything – let Christina know.

Christina asked the group to provide a list of courses that they would like funded.

Action

Christina to keep the steering group up-to-date with developments.

All to email list of courses that you would like funded by this potential funding

10. Training

10.1 The Curve. The curve was picking up again with more trainers around the Country. Feedback suggested that the Curve was boring for clubs although they like the Food for Thought and Know your Limits. CS described the Drive It Home module and said it has lots of activities rather than power point. New ideas included Sex Education: it was decided that this would be best delivered by an external partner. It was also mentioned that new member marketing needs to be re-worked.

10.2 Top Trainer Award – the members asked if this could be presented at the AGM

10.3 ITOL. In view of the budget constraints from 2014 it was suggested that we no longer accredit programmes with ITOL. This will be a saving of £54 per person or £540 per course. General feedback has been an even split between those that want it and those it doesn't matter to. On the Defra funded courses SJ has to include her time at £750 per course in the accounts that are submitted so courses are now more expensive than previously.

10.4 Members asked if the ASDAN costs for COPE had been included in the budget.

10.5 Area Train the Trainer course. The South West area had 7 people attend the course and feedback was very positive. Members asked if the course name put members off attending as the perception is that you have to already be a trainer. Members felt there was also a lack of information about the course, maybe a strap-line would help. The South East Area Train the Trainer course will be held on the 23rd March. TTT still needs to be marketed better and better explanation for grass root members needs to be emphasised. Four courses were agreed at the last meeting and members were still in agreement of this with three area courses and one National course.

10.6 Club officer Training. Toby France explained that the first 5 people have had their induction and the next 5 will have their induction soon. The project is still in the very early stages and there should be more to report on at the next meeting in June.

10.7 Natwest Project. Very poor turnout of 7 members in December. This is something that NatWest want to continue but looking at different methods i.e. like the agri-chat. Members felt that Bring Home the Bacon could be combined with the Tenancy Training – perhaps held on the same day?

10.7.1 Events Health and Safety

Now launched and accessed from the web site.

10.7.2 Equality & Diversity

Further to recommendations from the Trainers Forum we approved this curve module being put into a support guide - Still to be started

10.8 Trainers Forum

December meeting in York cancelled yet again. The next meeting is to be held in Swindon on 13th April

10.9 Funding Update

Awaiting external budgets to be approved. Also waiting for the board to approve the core national budget this weekend to see what I have to work with.

Action

Nicola and Cath to feedback to Sandra James on her return.

Sandra James to update members with progress

Strapline needed for Train the Trainer course

Requests for Area Train the Trainer courses to Sandra a.s.a.p.

**Everyone needs to promote the Trainers Forum on 13th April for all trainers and Northern & East Midlands to decide if they want one held in the North?
Members to consider what they want in the evaluation of the Club Officer Training so that Sandra can write the evaluation.**

11. Youthwork

11.1 NFYFC Youth Forum update

Cath updated the group on the Youth Forum meeting – minutes will be available shortly. In future there will not be a need to include this agenda items as they are now their own steering group

11.2 Time capsule

Provisional date of the 17th April in Hemyock, Devon

11.3 The Source

The Source has now been updated. The members were given options as to which hard copy version they prefer: folder or booklet. Members decided that if funding was available the best format would be in A4 ring binders with 2 holes so that additions could be added as and when parts were updated. They said that they would prefer a pdf version sent to all club chairman and secretaries and that every county office should have hard copy. They suggested using Dropbox.

11.4 Youth Social Action

Cath explained the exciting new partnership working with NCVYS, RSPB and Canal and Rivers Trust to engage more young people in to social action projects. A joint bid put into the Cabinet Office was successful which means that NFYFC will be able to draw down funding to help run social action projects such as community and environmental projects. The members were keen on this and fed in the different projects they are working on which included clearing bridleways, tree planting, residential weekend, Top 40 single, graveyard maintenance, hedge laying and stonewalling and fencing. The members agreed the best ways to encourage clubs to take part would be by having very simple and clear forms and a financial incentive. Members also suggested having a community project week similar to that run by the Scouts. Cath will share information with the group as it develops.

11.5 Issue based work

11.6 Mental health work

David Gwatkins spoke about his service operating in Herefordshire and Shropshire. He strongly encouraged members to find out who their local contact person is and find a Champion within YFC to act as a link person.

11.7 Policies Update

11.7.1 E-Safety Policy

The members went through the Keeping Members Safe Online CS will make the changes as suggested and email out.

11.8 External organisations

11.9 Woodcraft Folk: Overcoming barriers to participation – rural areas. Members inputted into a thought shower which will help Nicola, Ben and Sioned at the Woodcraft Folk conference on the 20th February.

Action

CS to liaise with the PD steering group

Everyone to promote the Rural+ and find your local contact person as suggested by David Gwatkins

12. YFC travel

12.1 MULTIMEDIA COMPETITION RESULTS 2013

1st Caroline Trude, Devon - Canada Ag Summit

2nd Toby France, Warwickshire - Spring Seminar, France

3rd Rebecca Goodwin, Herefordshire - Canada 4H

AWARDS - The winner will receive a NFYFC/YFA goody bag and be presented with a YFA Trophy at the Annual Convention AGM in Blackpool on Sunday 11 May 2014.

The 1st, 2nd and 3rd placed Presentations will be awarded vouchers worth £50 towards the cost of the 2013 or 2014 YFA Reunion, provided that they are members of England & Wales Young Farmers Ambassadors.

12.2 2014 TRIPS - PUBLICATION & MARKETING

Trips were launched in September 2013 & advertised via Facebook, Twitter, Ten26, The Buzz, Website & through County Offices. Past travellers stories were shared in the media which received a good response.

Media led our first twitter chat session. We had Approx 25 people taking part in the discussion, including members from Junior Farmers' Association of Canada. The tweeting was greatly exposed and hopefully was being watched by prospective YFC travellers even if they didn't want to chat on Twitter.

68 applications were received which was 50% more than last year. YFC Travel continues to work with marketing to promote the programme.

EJ circulated a chart of how many county/area places have been filled on the programme over the last 4 years.

12.3 SELECTION DAY FEEDBACK - *NFU Mutual, Stratford Upon Avon, Saturday 7 December 2013*

Selection Day ran smoothly. A feedback survey was circulated after the day via email, and – responses circulated to SG. It has been noted that unsuccessful members would welcome feedback from the panels regarding their interviews – this would help to prepare them for the following year.

All trips were filled, apart from 5 places (2 boys & 3 girls) on the Tall Ships Sailing Trip (10 places + two leader min). The remaining open places were advertised and second interviews took place at the YFC Office in Staffordshire on Saturday 25 January 2014. The trip is now full.

12.4 FEEDBACK FROM SKIING TRIP 2014 (OUTGOING)

France, Alpe d' Huez 3rd – 11th January 2014

Feedback received from John Hardman:

2014 – Alp D’huez

Positives

Transfer Time
Ski School positivity
Reps/ Outgoing on the whole did a good well managed job
Popular dates
Wristband only option went down well.

Negatives

Spread out resort
Ferry Crossings/ waiting about.
Not having a “written schedule of events”
Lack of piste KM’s for experienced skiers/boarders.
Last minute communications
Some accommodation was a bit basic in some peoples opinion.
Could have had another couple of no ski/ après events.
Generally, it went well, however we should take note of the limited negative feedback we have had.

A feedback survey was circulated to members who went on this trip and outgoing & officers have taken on board all comments for the 2015 trip.

The Committee felt that this event would sit better with the CEM committee which they have accepted to take on.

12.5 YFA WORKING PARTY – 25 January 2014

The working party have produced a first draft of an ‘All you need to know’ booklet for the YFC Travel programme, covering selections, incoming, outgoing & hosting information. The group continue to work on this for circulation shortly to County Offices & members.

There is now a YFA rep contact list available for each area. Members are able to contact the YFA links for any support they require with the YFC Travel programme for guidance & support – EJ circulated document.

12.6 2014 HOSTING

A hosting chart has been prepared and EJ is waiting for details of incoming exchangees. Hosting chart will be circulated to County Offices with relevant papers (guidelines on hosting etc.) in February. Details of YFA area reps will be included.

12.7 OUTGOING EXCHANGEES:

A pack is to be prepared to send out to exchangees to include handy tips from past travellers on what to take & costs etc.

12.8 EXISTING OPPORTUNITIES FOR 2015

A discussion took place, and the committee would like the following trips kept on the programme for 2015:

Australia Rural Youth, Austria, Canada 4H, Canada JFAO, C Alma Baker, Germany, Norway, Scotland, Sweden, Switzerland, Northern Ireland, u18’s trip, volunteering trip

Projects aboard who run NFYFC’S volunteering opportunities proposed India for the 2015 which includes agricultural projects. The committee agreed for this trip to be on the programme & would like to see what other options would be available - EJ is going to look into this and feedback.

Under 18’s trip – PGL Isle of man was recommended.

12.9 SUGGESTED OPPORTUNITIES TO RESEARCH

USA, Canada work experience, Poland exchange, Latvia exchange, Eurostar adventure for under 18’s

12.10 MARKETING & PROMOTION FOR 2015 TRIPS

Facebook, Twitter, Ten26, The Buzz, Website & through County Offices.
Drip feed 2015 trips before launch date.

12.11 YFC TRAVEL SELECTION DAY 2015 VENUE

NFU Mutual is unable to accommodate the event from now on. They have offered use of their Cafertia, however this does not have enough space or rooms. EJ, MB & Fundraising Officer looking into new venues. Any suggestions welcome.

Committee suggested Malvern, Cirencester, Harper or Morton Morrell as potential venues.

13 ANNUAL CONVENTION 2014

If possible the committee would like some exhibition space to promote the programme to other members on the Friday. It was suggested to see if wristbands could be made, dependant on budget, with a YFC Travel page website link on and perhaps the slogan ‘What will your Discovery be?’ - EJ to look into. Members were asked who would be able to help Nicola to man the stand and the following people volunteered: Robert Williams, Alison Provis, Sean Garrard and Stuart Jakeman. NC via EJ to email past travellers to ask them to help man the stand.

Action

EJ to look into:

further volunteering options (12.8)

Under 18's trip to Isle of Man (12.8)

Travel opportunities (12.9)

EJ, MB & CE to look into venues for YFC Travel Selection Day (12.11)

EJ to ask CE about Annual Convention exhibition space (12.12)

EJ to look into wristbands to be given out at the Annual Convention (12.12)

NC via EJ to email past travellers to ask them to help man the stand.

13. Any other business

13.1 Personal Development Facebook page – the group thought that this was a great idea. Everyone should have signed the consent form and Cath will create this page

13.2 Since the co-options were voted in at the start of the meeting, Sean received a text to say that Heather Coar from Lancashire would also like to be co-opted on and so the committee accepted this proposal and Heather is our final co-option for the year.

Action

None

14. Action Points

Action

- CS to pass on details of Derbyshire Farming Life Centre on to Derbyshire FYFC.
- Skiing Information to be passed to the Communication, events and marketing committee
- ALL - PD members to read the budget
- Christina Evans to keep the steering group up-to-date with developments.
- ALL - to email list of courses that you would like funded by this potential funding
- NC and CS to feedback to SJ on her return.
- SJ to update members with progress
- ALL - Strapline needed for Train the Trainer course
- ALL - Requests for Area Train the Trainer courses to Sandra a.s.a.p.
- ALL - Everyone needs to promote the Trainers Forum on 13th April for all trainers and Northern & East Midlands to decide if they want one held in the North?
- ALL - Members to consider what they want in the evaluation of the Club Officer Training so that Sandra can write the evaluation.
- CS to liaise with the PD steering group
- ALL - Everyone to promote the Rural+ and find your local contact person as suggested by David Gwatkins
- EJ to look into:
 - further volunteering options (12.8)
 - Under 18's trip to Isle of Man (12.8)
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- EJ, MB & CE to look into venues for YFC Travel Selection Day (12.11)
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- EJ to look into wristbands to be given out at the Annual Convention (12.12)
- NC via EJ to email past travellers to ask them to help man the stand.

Meeting closed at 6. 30

SIGNED.....

DATED.....