



PD STEERING GROUP – 22<sup>nd</sup> October 2016 @ 12.30pm

**Chairman:** Mark Hurst (Cumbria – Northern)

**Vice-chairman:** Laura Sumner (Lancashire – Northern)

**Present:** Mark Hurst (Northern), Amiee Mahoney (East Mids), Hannah Irons (Eastern), Laura Sumner (Northern), Michael Ives (South East), Isobel Mogford (South East), Harry Cole (South West), Helen Jones (Staff Rep – East Mids), Robert Williams (West Midlands), Harry Cole (South West), George Goodwin (West Midlands), Edward Potter (Shropshire)

**Part Meeting:** Charlotte Middlebrook (Yorkshire – AGRI Rep), Ed Ford (NFYFC Vice Chair), Heather Black (New BOM Chair), Frank Chester (BOM Chair), Lynsey Martin (NFYFC Vice Chair), Chris Lloyd (BOM), Rachel Milner (E&M), Carrie-Ann Young (E&M), Amy McWhirter (Youth Forum Chair), Chris Manley (NFYFC Chair)

**In attendance:** Cath Sykes (CS) Youth Development Officer, Jodie Green (JG) Youth Development Officer; Margaret Bennett (Competitions and Travel Officer), Erica Attwood (Travel and Events officer), David Fellows (West Midlands Area)

**Attachments:** YFC Travel Report

### 1. Opening remarks

Cath and Margaret welcomed and thanked everyone for arriving early at 12.30pm for the steering group meeting at the Quality Hotel. Cath explained that we will cover the Travel Section then break for lunch before returning to the rest of the meeting. Mark was delayed in traffic.

### 2. Apologies for Absence

Philip Debenham, Freddie Horwood and Vicky Hope. Other members were not in attendance and had not sent their apologies.

### 3. Confirm the minutes of previous meeting – 25<sup>th</sup> June 2016

Approval of minutes of last meeting - Mark approved the minutes as a true and accurate record.

**Action**

None

### 4. Matters arising from the previous minutes- 25<sup>th</sup> June 2016

There were no matters arising that would not be covered later in the agenda. Mark signed as a true and accurate record.

**Action**

None

### 5. To receive any relevant correspondence

No correspondence received to the group.

**Action**

None

### 6. Area Input

6.1 Wales – no rep present to give a report.

6.2 West Mids – Cath gave feedback on the West Midlands Area meeting – travel discussions covered already.

6.3 East Midlands – AM and HJ nothing to report – area issues were focused on with area weekend being the main discussions.

6.4 Eastern – HI reported that meeting discussed largely area business

6.5 South East – all on agenda later, IM to report back.

6.6 South West – HC said that the members were happy to trial the club efficiency but thought it was too strict at the

moment. CS to work on making this more accessible.

6.7 Northern – to be picked up on the agenda for the meeting.

#### **Action**

- Work to continue of Club Efficiency model.

### **7. Budget update**

The group discussed the budget sheet and how the funding was being used for the remainder of the year.

#### **Action**

No further action required.

### **8. YFC Travel**

Please see Travel Report (attached)

In addition to the travel report:

- 8.1 Incoming Exchangees – 11 delegates had arrived during the summer of 2016 and host families were thanked – two emails had been received regarding the cost of hosting exchangees whilst staying with host families. This was discussed and it was noted exchangees were asked to contribute towards the cost of visits and meals out. This would be reiterated again in 2017.
- 8.2 Discussion held around the limits to the number of trips members can apply for, should this be up to the judges? Or should it be in the rules. Members feel that each situation/applicant should be looked at as an individual, AM mentioned that previous trips are on the application so this can be looked at by the judges and a decision made, IM was in agreement. The group felt it was good that the members were offered alternative trips and if a limit was put on that they may not take that opportunity and wait for something else to come up. Members would like travel team to summarise the applications and let judges know if applicants have travelled before in order for them to take this into account during the judging.
- 8.3 Multimedia competition – CS mentioned that WM area members gave feedback about the format of the presentation and if this gave enough options for members? In the rules the text needs to reflect that it can be any type of software as long as it can be played on windows media and sent to the office/uploaded successfully. Comments noted as to how the presentations were sent into NFYFC and more guidance to follow.
- 8.4 Opportunities for 2017 – launch took place in September to Counties, Social Media now in Ten26 which includes the European Countries, Argentina and Africa.
- 8.5 YFC Skype Day will be held on Saturday, 3<sup>rd</sup> December, 2016 at NFYFC and the closing date for applications is Friday, 11<sup>th</sup> November, 2016.
- 8.6 Opportunities for 2018 would be discussed at the next meeting.
- 8.7 Aimee Mahony gave feedback from a recent YFA meeting (Young Farmers Ambassadors) who support the programme to the value on £3,200. To note that the England Reunion for 2017 would be held in Taunton, Somerset between Friday 29<sup>th</sup> and Monday, 30<sup>th</sup> October, 2017.

#### **Action**

- MB to update judges on number of trips members have already been on.
- Multimedia competition – update text to include other types of media
- Steering Committee to bring forward ideas for 2018

### **9. Training**

9.1 New Curve modules –

- Rural+ module delivered with FCN in the South West – MI gave feedback on the course and was very positive about it.
- Farm Safety – AM gave feedback on the Leicestershire pilot delivery, Emma (Leic) emailed feedback over regarding the module. Age should perhaps be set at 16 as the videos are hard hitting, pre warning given regarding the videos – ask Steph for the answers to Leicestershire questions before the next event on the 25<sup>th</sup> October.
- E-Safety - MH introduced the module and the training plan was shared with the members. We would like a club to pilot the module for us.
- New Modules – Suggestions by members included: Constitution made simple, CV building module,

Agriculture basics in the UK – MI gave feedback that he had some resources for a basic agriculture modules and he would be happy to share these with NFYFC.

- 9.2 Curve delivery update – Cath gave feedback on the Curve modules and how many have been delivered. MH pointed out that the number delivered has increase hugely. The group would like to set the target as 2000 members to be delivered to next YFC year and the amount of counties to deliver 25. The group would like to see which modules are delivered most in a table of order, CS to produce for next time. This will allow discussions on why certain modules are not being delivered.
- 9.2.1 Discussion held around how the top trainer’s cup should be scored and if there should be facts and figures based on numbers delivered to or the evaluations of the trainers. HJ suggested it could be tallied on the amount of modules delivered rather than to heads delivered to. HI suggested two separate competitions might work that had an element of facts and figures along with the evaluations and look at it as an overview. This would be to be in place for the start of the 2017/18 training year.
- 9.3 Train the Trainer and Advanced Train the Trainer – HI gave feedback on the Eastern area train the trainer course, lots of counties participated.
- 9.3.1 Advanced train the trainer – postponed until the New Year, members discussed the available dates in March – 18<sup>th</sup>/19<sup>th</sup> March was suggested, 11<sup>th</sup>/12<sup>th</sup> March as a backup date. Remind TTT’s that they need to complete hours before the ATTT to participate.
- 9.4 Trainers Forum - South West – MI gave feedback, Meeting started with an area catch up, then completed the KYL course and then in the afternoon FCN came to deliver the rural+ - great meeting, lots of discussion.
- 9.5 NatWest training update – County cash management courses have been successful – next one is County Durham, followed by Worcester (this will be a next step, more focused course). Leicestershire would like to do a social enterprise course, Natwest are happy to provide this. AM suggested that trainers should come and speak to Natwest about the training that they provide and how it is useful within counties. GG suggested trainers meet up over convention weekend, Cath to put on the FB group and look at the best time for the trainers attending – nothing too formal.
- 9.6 Junior club leader training module – Is there a need for this? MH asked if the groups thought that this would be worthwhile. IM gave feedback that this would be good as some leaders take over the clubs, with the best intentions of helping. JE gave feedback on how the feeder junior clubs work, regarding programmes. JE explained the difference between clubs and the ages for clubs, 17 is a transitional age where they can switch between clubs and then join the older one when ready. HJ gave feedback that they are starting a new countrysiders club in order to support the junior members and focus on them. The group would like to begin creation of it going forward. This module would be for the county trainers to deliver to the leaders of junior clubs.

## Action

- Changes to be made to the Farm Safety Curve following the Leicestershire pilot – Jodie/Cath to send feedback to Steph at Yellow Wellies for answers.
- The group would like to work on new modules for the Curve library including – Constitutions, CV building and Basic Agriculture.
- Promote – On social media – training targets for 2016/17 on trainer’s page. Cath to produce more detailed figures on the Curve numbers in terms of modules delivered.
- Members to think about format of the judging of the top trainer’s award.
- Dates for Advanced TTT to be confirmed and circulated
- Cath to post a possible convention weekend meet up for trainers on the trainers Facebook group.
- The group would like to develop a junior club leaders training session to improve the function of the leadership of junior clubs.

## 10. Youthwork

- 10.1 Countryside Challenge - Youth Social Action Fund 2016 – 2017 – promotion of the project delivered, the group felt that the best option was through the county chairs as they are able to cherry pick clubs more effectively.
- 10.1..1 Training days – where and when will these happen? Potential projects in East Mids – Newark, HJ feels that Lincs members would attend with Notts members.
- 10.1..2 Countryside challenge training session plan – to be delivered in clubs, to let members know how to do a project and the rewards. Brainstorm from the group on what to include in the training session for club members.
- 10.2 Minister’s visit – LM gave feedback on the Rob Wilson visit to a school club in Kent. Minister would like to see

YFC apply for continuation funding for community projects. Follow up and promotion of the event will follow locally and by NFYFC. Lots of thanks to be given to Cath for making arrangements and providing supporting information on the day.

- 10.3 Chairman's weekend – Taking place on November 26<sup>th</sup>/27<sup>th</sup> in Derbyshire. MH ran through the weekend programme with the group. Invites have gone out to counties and bookings are coming in.
- 10.4 Staff Conference – Taking place on the 25<sup>th</sup>/26<sup>th</sup> January in Rugby. Northern area would like an agenda to be sent out so they can see if their session would be beneficial for their staff.
- 10.5 Blood donation campaign – Jodie gave an update on the campaign and how members can get involved between now and February. Chris will be giving his last donation of the campaign the w/c 14<sup>th</sup> November – the NHS has reserved south west slots for that week. There will be a Christmas blood drive to top up Christmas stocks, promoted by NFYFC. IM gave feedback that Berkshire had booked a group donation on the w/c 14<sup>th</sup> November. Chris told the group that he is hoping to get a total of members registered/blood donated from counties and present a cup to the 'winning' county. LS asked if NHS can give talks to clubs, JLG explained that they can in some areas or the presentation developed by the blood service can be self delivered. HI would like it to be included in chairs weekend.
- 10.6 New Members Week feedback – Discussions on timing of the week with E&M members. IM gave feedback that staff didn't know about the new member's week toolkit – unsure why this was. Who gets once weekly? Should it just be county offices/would county chairs like it? Should county chairs be on the Once Weekly circulation – members think so!
- 10.7 The Source – update on the new updates by Cath. These will be available to download in the next fortnight.
- 10.8 Policies update – Safeguarding, Anti Bullying, Equality and Diversity – JLG gave an update on policies and the stages of development. The group had discussions on LGBTQ+ communities and non binary genders and the impact these issues may have on YFC.
- 10.9 Who Cares Leaflet – JLG shared information on and examples of the current 'Who Cares' leaflet and if members were aware and what they think it should include. Members like the idea of a z card to be designed by NFYFC and a page left blank for county input.
- 10.10 School Clubs – Discussion on the function of school clubs and why they don't act as a feeder to the traditional YFC clubs. Could they integrate into other YFC clubs whilst at schools and then move onto traditional YFC. Lynsey said this was the case in Kent for a while; they acted as a feeder but not so much anymore. The steering group will draft a leaflet to be given to school clubs members to encourage them to join open clubs once they leave the school.

## Action

- Work to continue of Club Efficiency model
- Changes to be made to the Farm Safety Curve following the Leicestershire pilot – Jodie/Cath to send feedback to Steph at Yellow Wellies for answers.
- The group would like to work on new modules for the Curve library including – Constitutions, CV building and Basic Agriculture.
- Promote – On social media – training targets for 2016/17 on trainer's page. Cath to produce more detailed figures on the Curve numbers in terms of modules delivered.
- Members to think about format of the judging of the top trainer's award.
- Dates for Advanced TTT to be confirmed and circulated
- Cath to post a possible convention weekend meet up for trainers on the trainers Facebook group.
- The group would like to develop a junior club leaders training session to improve the function of the leadership of junior clubs.
- Cath to develop a training session on Countryside Challenge following the members brainstorm session.
- Follow up any promotion and news stories from the minister's visit – 20<sup>th</sup> October and look into potential continuation funding options.
- Members to encourage county chairs and vices to attend the chairs weekend.
- Member to encourage and support county staff to attend the staff conference in January.
- Members to promote the blood campaign locally
- Communication of new member's week resources to be done more as some counties were not aware of the toolkit or downloads.
- Cath to feedback to comms that members felt that county chairs should get Once Weekly so they can help to share

and promote information

- Cath/Jodie to develop a generic 'Who cares' leaflet in a z card, wallet size format with comms.
- PD to draft information for members of school clubs to promote the idea of moving onto open YFC after their time at school clubs was finished.

## 11. Any Other Business/Additions to Agenda

11.1 E&M steering group members came into the meeting to discuss how PD could use more effective promotion for their projects. The group suggested a YFC travel promotion week before the 11<sup>th</sup> November application deadline – highlighting the types of trips available. Skype paperwork and travel booklet to be promoted before deadline so members are aware of how selection works. New Members week date? What are member's feelings? Would like it a little earlier but still in September/October. AM gave feedback on the bail structures competition. Social media gave a bad reputation of YFC as they were upset about structures and used bad language – this could have been turned around and got YFC publicity and sympathy. Launches of the new Curve modules – promote these to the membership! Change the image of the Curve as a fun programme night ☺ Collect trainers pictures/videos and use these.

11.2 MH spoke about a discussion with CB (Events) regarding the use of Snap chat for NFYFC and the associated risks – Jodie and Cath to follow up!

### Action

- CS to follow up Snapchat with the Comms team

## 12. Next Meeting – 18.02.2017 – items for agenda

12.1 School clubs

12.2 Who Cares leaflet

### Action Points

- MB to update judges on number of trips members have already been on.
- Multimedia competition – update text to include other types of media
- Steering Committee to bring forward ideas for 2018
- Cath to develop a training session on countryside challenge following the members brainstorm session.
- Follow up any promotion and news stories from the minister's visit – 20<sup>th</sup> October and look into potential continuation funding options.
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SIGNED..... DATED.....

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**Meeting closed at 5.21pm**