



Minutes of the Meeting of the NFYFC Youth Forum on 16.02.19 at The Quality Hotel, Allesley Coventry CV5 9BA

Present: Megan Watkins (Herefordshire), Lucy Jeyes (Warwickshire), Ruth Cooper (Cumbria), Freddie Wooton (Bedfordshire), Anna Booth (Yorkshire), Rachel Black (Bedfordshire), Thomas Oatey (Cornwall)

In Attendance: Jodie Green (NFYFC), James Eckley (NFYFC), Rachel Goldie (Vision 2023), Matt Caldicott (NFYFC), Lynsey Martin (NFYFC Chair)

	Actioned By
<p>1 Welcome – Meg welcomed the group to the meeting and expressed thanks to members for attending the re-scheduled meeting following the cancellation of the residential due to bad weather. Minutes will be sent to all members that were unable to attend the meeting.</p> <p>2 Meg confirmed the minutes of the October meeting as a true and accurate record.</p> <p>3 Meg ran through the action points from the previous minutes – some were marked as complete and some are to be referred to later on the agenda.</p> <p>4 Correspondence – none received</p> <p>5 Elections - Lucy Jeyes (Warwickshire) was proposed by Thomas Oatey and Seconded by Freddie Wooton. Beth Maskell and Ruth Cooper put themselves forward for the role of vice chair, the role went to a vote and Ruth Cooper was appointed. This was proposed by Anna Booth and seconded by Rachel Black Freddie Wooton was elected as a life vice president of the youth forum for six years continuous service to the group without missing a meeting. Tom Oatey was nominated as a co-option to the group for the period of a year this was proposed by Meg Watkins and seconded by Lucy Jeyes. Nick Bundy also put himself forward as a co-option to the forum but he has now served his maximum term on the group, Nick was invited to attend the group as an observer.</p> <p>6 Area reports – Members gave local area reports concerning activities for younger people - South West – Members usually start attending clubs from age 15 – some clubs could accommodate younger members but this is less common. Older and younger members work well together within open clubs. Tom would like to improve the JMOTY competition by improving the level of competition and number of members participating Eastern – Beds – Rachel finds that in the larger open clubs it can be difficult to mix age groups, to combat this 1 week a month is a junior activity week – visit to dog kennels was</p>	

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good and older members supported this night. Comps practice also works in this way with the older members supporting younger ones.

Membership is good within the clubs and they do like the open age set up – hence the reason to try new things rather than have split age clubs.

The county recently tried holding evening speaking comps but has decided that this was not very successful due to the distance some people had to travel and the lateness of the time the competitions ran on a school night.

Freddie mentioned that the area may benefit from another cow pat game as there has been occasions where it has been double booked. The group discussed that the south west and the Northern area have 2 games due to the size of the area and it would be good to give the Eastern area an additional game from the 3 held at NFYFC in order to increase the use of the game locally and nationally. Freddie commented that the cancellation of the Annual Convention event means lower membership for counties, this was discussed by the group in terms of options for continuing with the event and the impact this may have on its reputation.

Freddie also raised the issues of why younger members are not on steering groups? Will this change? Lynsey spoke about the changes to the council set up, where one member must be in age to attend council and the hope that in the future this will become that one members representative must be under the age of 21. If this does happen then the average age of council will be significantly lower.

North – Yorkshire - Anna - club memberships are becoming junior heavy and the county has started competitions practice by the older ones mentoring the younger ones to for example... give reasons with the older members so that they can support and give tips. Yorkshire leaders are generally out of age but county membership is getting younger so maybe the top table will get younger in time.

Cumbria – Ruth - meetings at breweries/pubs – stopped doing this now – replaced by more age appropriate activities. JMOTY – very strong – 9 competitor's ☺ competitions on week nights – can be difficult as the travel time on school nights – but it's also difficult to find weekend dates. You can watch most competitions which is good as members to see what is expected – more comps videos – possibly member of the year documenting their day?

South East – no rep

East Mids –no rep

West Mids - junior heavy membership – Herefordshire did survey of junior members – like the rally and junior field day –U18 – really well attended – younger members love it – case study their

Some clubs practice judging people (in boxers) instead of stock –flag

7. Budgets – Jodie ran through the budget with the group and explained that due to the residential cancellation the group will be required to pay a cancellation fee for the people carrier, amount to be confirmed. Jodie has spoken to the residential centre and they will not charge the forum the cancellation and have agreed to move the booking to 2020 on the 31st/1st February. The group discussed potential spends for the remainder of 2019.



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8. Game – The group looked over the newly produced fact cards. Some areas are losing track of their game locally and the forum would like to write guidance for area chairs on how to take care of and manage their game. The forum would like to add a sticker on the boxes with hashtag, insta and Facebook promo before summer season. Following the sending out of the games the forum will need to send out a thank you to Natwest.

9. County youth forum – the group looked at the survey results of county youth forums and these were largely positive and appeared to show that counties are working with younger members to gain their input. Some counties will be contacted individually for tailored support. Jodie to contact the counties that have not replied to get a full national picture.

Events and Marketing

The forum discussed the YFC graphic and they would like to make this available online for download and on social media for members and clubs to use.

The group looked at the join us leaflet and felt they were good for external orgs/schools – They gave feedback that maybe the front cover should not be Agriculture based on the front as this might not draw new members in. Animals/farming sometime excludes people that are not direct farming – competitions picture might be good as everyone looks happy. Winning is sentimental for the members and happiness and belonging sells – we could use the YFC info graphic to put into the leaflet with a collage of pictures and social media links.

National young farmers competitions suggests included – bale model? Scarecrow? My YFC story – what are you doing in YFC in this week? Our/Your Young farmers family – showing a time line of members old and new that met at YFC and now their children are in YFC - why they value the organisation and keep giving time to keep it going.

Ski – learn to ski tagline was good – keep going with ski school promo as it encourages members to go even if they haven't skied before. Members still don't know their reps or what they do – poster in the mailing may be more effective than reps for promotion.

Questions about log in – members would like an easy way to reset their log in so they can access the affinity deals and training offers. Maybe put the discounts on sponsors website as well as YFC website, offers not just behind our log in. Could we also look into discounted access to county shows with a YFC membership card.

YFC event – not happy with FW – think they are cashing in on the cancellation, think they are trying to trap members and potentially report about their activities at the event. Jodie explained the current situation to the group that they can attend as it is a public event but if they wear the YFC logo then they are by default representing the organisation and any bad conduct may affect their membership.

AGRI

The group would like to suggest that the steering group look into potential funding for

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training – trailer tests, practical training, livestock courses like DIY AI course, safety training and things to support day to day farming. They think the blue seal offer is good and would like this to continue. The group thinks it is important for members to have access to courses that will help them to stand out from the crowd or their peers and support their career development options.

The group also felt that for students and those on low incomes conferences are very expensive like the oxford farming conference and royal agriculture commonwealth conference, could YFC access those cheaper or negotiate discount for larger numbers rather than just a couple of places.

Would it be possible to establish/ or does something exist that is a database of agricultural sponsors/scholarships specific to different areas? If not could we look into this?

Personal Development

Travel – the group would apply for a travel trip but they feel that the timing doesn't work in terms of harvest, they could travel after university is finished (careers allowing) as trips sometimes don't work with the holidays, could the trips be spread out throughout the year rather than bunched up in terms of timings?

Group travel seems appealing to them as they like to go away with other YFC members.

I will campaign – tree planting – the group wondered if people request them to fill in a hedge?

The group had a discussion about why would members do it? – They suggested that they would if everyone is doing it – it could be sold as - we will, memory trees for people, a tree to mark a celebration and a way to remember people, make it personal to your club/county so that it's more than just a tree.

The Source – some members didn't know what it was and it may be useful to schedule social media posts about resources and programmes and the services offered by NFYFC in terms of safeguarding/finance as members may not know about them or it might flash up at the right time and encourage them to contact county/NFYFC.

Alcohol and behaviour – code of conducts

E-safety policy – Jodie spoke to the group to get input on the E-Safety policy and this led to a discussion about over use of personal devices. The group would like to look into a project to reduce the amount of time spent on personal devices and encourage people to be more mindful and enjoy the physical world around them.

They discussed that they feel like their life is on their phone and it would be good to have distance from it occasionally and take a break. Could this maybe be incorporated into the rural plus Curve and what could these messages be? Mind your head – how can you find balance? – double screening/ too much communication/fake lives/social media, phone never stops/from alarm in the morning to uni timetables, how much time do people spend, daily social media targets, positives or having fitness on devices vs depression/life never stops for people. The group would like to look into research on this and how they can get the messages to members to support their wellbeing.

Curve – safe driving, know your limits, farm safety – all had good feedback from clubs.

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They have more success if they don't advertise as Curve, they put the topic but don't list as training as they think it puts people off as YFC is their hobby after work/school/college/uni time.

Sex education night locally has been popular and maybe a module could be developed around consent and relationships but not too much sex talk as people won't want to deliver it to each other, that bit should be done by a sexual health person or maybe clubs could have a visit to a clinic.

TTT – members interested in doing it – Jodie to send out the Eastern area course details – this course will take place in the coming months.

Comps

Feedback on previous competitions - Stockman of the year – Sept –membership card turnover is too quick – could they allow a previous membership cards? – Members may not want to re-join but have qualified in the previous year. Cookery and floral arts – county made members choose one competition and this isn't in line with NFYFC rules - what should they do about this? Contact NFYFC to address this with the county? How many comps can you do at comps day – the thought was 2 but Jodie will confirm with comps. They felt that the cookery was quite cramped and displays were a long way away from the cooking station which made things a bit stressful and chaotic. It was also tricky walking around with hot pans, please could it go in rows in the future like floristry?

Junior reading idea – could NFYFC they provide a book list appropriate for the age groups? Appropriate books and popular ones and update this regularly – the forum were thinking of books by Roald Dahl and classics, popular books, easy to source, short length so they can get into the character but easy to read – farm boy was a good example of this.

Resources are good on the website but there was some confusion with the Brainstrust about if it was a winner or not? They didn't want to show a good and bad example as that would be unfair but it would be good to know which one on the resources won as it aids discussion on the competition in the clubs.

Anna /Tom suggested a video of how to do a competition i.e. a day in the life of a JMOTY competitor as its a behind closed doors event it may open the competition up to more people if they knew what to expect – a forum member could be tasked with making the video in July.

Could we do a speech from the national winners about how it went and top tips for other competitors, could Cheryl interview people after the competition when she takes pictures? Call my bluff – the group like this competition.

Skill talent – the group enjoy this type of competition where there is a commentator and craft. The group also like all the radio based presenting/interviewing competitions.

Suggested sports included Lacrosse, basketball, horse/bike polo, cricket, sky diving race, touch rugby and rounder's.

Flowers these suggestions put forward were Walt Disney, fire and ice, secret garden, natural England, arrangement depicting a song, poetry, war memorial or countries of the world.

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Dance suggestions included – salsa, tango, the floss, may pole, contemporary, ballet , tap dance, zumba, Charleston or do a dance to a named song.
Craft suggestions included corn dolly making, needle felting, knitting, wet felting, stamp collage, miniature garden or miniature farm.

Focus on the Future

1 Open Farm Sunday – Meg and Rachel produced a video to promote how YFC can engage and promote the event to the public to allow them to engage with them and understand farming. The event takes place on the 9th June. Can forum member try to engage locally with the event via their YFC or county federation?

2 Member of the year – takes place on Saturday July 6th at Staffordshire showground. Forum is looking to create a video diary of the day as a competitor. Could a couple of members attend to steward the day and talk to members and parents throughout and present a bit about the forum at the end of the competition when the judges give feedback.

3 British Youth Council – The forum will be putting motions forward to the BYC ACM happening in September, members to speak to younger members in counties about national issues outside of YFC that are facing rural young people. These ideas will be put into motions and presented by forum members at the ACM for inclusion into the BYC manifesto.

4 Farm safety projects– Megan has contacted Ed Ford and Steph at the Farm safety Foundation with potential ideas for children’s safety on farms and possible equipment that could support this including detachable high visibility bobble hats or reflective clothing. The group also discussed other ideas such as proximity sensors for children in machinery and the potential for a competition around safe machines like dream machines. This could involve work with machine industry bodies.

5. AGM ideas – The group discussed ideas of motions to the AGM and had a discussion regarding YFC’s meetings in the main body of a public house in terms of younger members, discussing sensitive information and the impact on the reputation and recruitment of YFC. They have decided to put forward a motion to council for discussion at tomorrow’s meeting. If council is supportive the forum will present this at the AGM in May.

6 Next Meeting – the next meeting of the forum will take place on the 22nd June at 10.30am and the Quality Hotel Coventry – Youth Forum members will have the chance to stay at council and attend other steering groups along with the full council meeting on Sunday 23rd June.

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7. AOB – Tom asked the group for fundraising ideas that he could take back to a club in Cornwall that have a significant amount of money to raise in order to purchase the land that their YFC building sits on

4pm – meeting close

Signed
Lucy Jeyes (Chairwoman of Youth Forum)

Dated:.....
February 2019

Action points from the meeting

- Jodie to send out meeting minutes to all members
- The forum elected Lucy Jeyes (Warwickshire) as the Chairman and Ruth Cooper as the Vice Chairwoman (Cumbria). Tom Oatey was elected as a co-option to the group.
- Members to monitor local activities for younger members and how Counties are ensuring their opinions are heard to feedback to the group in June
- Forum to contact the Rural Youth Trust to ask if their funding can be used for the residential next year.
- Forum to provide the eastern area with an additional Watch that Cowpat game from the games held currently at NFYFC.
- Jodie to contact the counties that didn't complete the county youth forum survey to ask them to do this so the group have a fuller picture of younger members input nationally
- Jodie to contact counties that have requested tailored support with their youth forums
- The forum would like to create a day in the life video of a member in the JMOTY competition at the July 2019 competition
- The cancelled residential has been re-scheduled for February 2020 at the Oaklands activity centre in north Wales
- The group will send out the new fact cards to accompany the Watch that Cowpat game, this will be accompanied guidance on how area committees can manage and look after their game.
- Lucy and Jodie to draft a thank you letter to Natwest for funding the production of the Factcards
- Jodie to feedback to steering group leads on discussions on the four steering groups agendas
- The group would like to look into a project to reduce the amount of time spent on personal devices and encourage people to be more mindful and enjoy the physical world around them.
- Jodie to send the Eastern area train the trainer course dates to members to allow them to become YFC trainers and deliver the Curve to clubs.



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- Open Farm Sunday video produced after the meeting to be used to promote the event to the membership, highlighting how members can get involved. Forum members to engage with the event locally
- Jodie needs two forum members to sign up to attend the JMOTY competition to steward and make a presentation to members and parents about the forum.
- Forum members to get feedback on issues affecting rural young people to provide topics for motions to put forward to the British Youth Council (BYC) manifesto for young people.
- Forum member (s) to attend the BYC Annual council meeting in September
- The forum is continuing to explore the idea of a farm safety project aimed at children living on farms. Meg/Lucy/Jodie to follow up with the farm safety foundation and the competitions and AGRI steering groups
- The forum is putting a motion to council (with the support of taking this forward to the AGM) regarding the appropriateness of meeting in the main body of public houses.
- Jodie to circulate details of the June meeting to forum members

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