

Notes from Hazelhurst CSA Management Committee Meeting Wednesday 7 December 2011

Present: Ian Humphrey, Stella Hunt, Caroline Krzesinska, Sarah Lord, Bardy McNair, Joan Miller, Stephen Pratt, Kevin Walters

Apologies: Rachel Shirley

Heather Hunt present for 1st part of the meeting

All Actions from the meeting

Carried over from November meeting

- *Joan to research minimum & maximum share values.*
- *Joan to draft a letter to inform original share holders*
- *Joan to draft and circulate short version business plan*
- *Joan to check Mandate's small print re signatures to determine who should be on the list.*

December Meeting

3. Grower

- *Heather to inform Huw about Grower candidates' visit to the field, to give information about wider usage of the land.*
- *Bardy to oversee circulation of information for Grower post*
- *Heather to be kept informed of interest from organisations informed of Grower post.*
- *Stella to amend leaflets with updated information for info packs*

4. Action Plan

- *Joan to add Action Plan Targets to January's agenda*
- *Caroline to update action plan with brief notes.*

5. Share Offer

- *Joan, Bardy, Stella (Yvonne?) to explore avenues to formally check share offer by end of December.*

6. Launch

- *Bardy, Sarah, Alison to work up launch further including:-*
 - *Venue - Quaker Meeting House or United Reform Church?*
 - *Speakers - Heather on history project? Rowan on other CSAs? Speakers further afield?*
 - *Prepare Press release – include a quote*

7. Publicity

- *Sarah, Alison, Stella, Ian, Kevin to produce copy for Newsletter and send to Bardy*

8. Website

- *Bardy to liaise with Chris regarding amendments*
- *Kevin to re-configure website home page between Christmas and New Year in time for the launch.*
- *Joan to meet with Chris and Bardy to discuss hosting and differentiated generic emails*

10. Volunteer Co-ordination

- *Stella to investigate public liability with Marion*

11. Fundraising

- *All to write a strategic wish list of needs for January meeting*
- *Bardy & Sarah to write draft paper as a start to the strategy for January meeting*
- *Ian to send links regarding Awards For All to Bardy & Sarah*
- *Kevin to put Joanne, Allotment Society in touch with Bardy & Sarah*

AOB

- *Joan to talk to Bardy regarding all lists*

1. Matters Arising

1.1 Rachel Shirley has volunteered to be Treasurer. She cannot attend this meeting, but Joan will meet up with her.

1.2 Minutes, 2 November meeting have been amended as follows:-

- 2. Land Group actions: Delete 'through the land group'
- Actions from October minutes; delete PS100
- 3.2 actions – change to: Bardy to compile a separate shareholder list; Sarah to administrate share offer via her address.
- 5. Finance & Fundraising actions; Replace Bardy with Sarah re receipts

1.3 All Actions from November meeting

2. Land Group

Potatoes should be ordered, organic broad beans planted, and compost delivered to top corners now. (Land Group/volunteers)

Joan and Heather to meet John Le Corney again to clarify and agree the following:

- o Grower must be answerable and responsible to Hazelhurst CSA, through the Management Committee In advance of the meeting test the 25% costs and query at the meeting.
- o We should clarify if a split post was being offered for the CSA Grower and as part of the 6 strong Grower team at HCF.
- o Place Stella on the Land Group (Joan)

All achieved. Please see no 3 Grower for update

3. Share Offer

- o Kevin to include amendments from Alison and Yvonne, together with suggested changes of language and design details, inclusion of Somerset rules, a new closing date and re-circulate.

Achieved

- o Joan to investigate other share offers regarding minimum investment and register with Pro Sheffield

Actually 'Pro Sheffield Support' – they can't help but have referred Joan to another legal support service.

- o Joan to research minimum & maximum share values.

Not achieved

- o Chris to be asked to check that rules can be accessed from website (Joan)

See Agenda No 8

- o Joan to draft a letter to inform original share holders

Not achieved

- o Kevin to draft a certificate

Achieved

- o Action: Joan to invite Sarah and Steve to plan a launch event, supported by others e.g. Alison and Joan?

See Agenda No 6

4. Action Plan

- o Kevin to update current plan

Achieved

- o Caroline to then incorporate with meeting notes.

See updated action plan

5. Finance & Fundraising

- o Bardy to check situation with Receipts

Achieved (handed to Rachel)

- o Yvonne to progress for sign off at next Management committee meeting

Deferred to March meeting

- o Joan to get a new mandate form for signatures

Deferred to January meeting.

Joan to check Mandate's small print to determine who should be on the list.

6. Roles

- Invite Heather to discuss mapping with other activities and identify any gaps (Joan)

Achieved

7. AOB

- Joan to draft and circulate short version business plan

Not Achieved

- Bardy to ask Chris to send all admin@hazelhurst correspondence to her.

Achieved

2. External Relations and Connections (Heather).

Heather is not currently on the committee but has been in the past.

External relations

2.1 History project

This is continuing with interviews completed and transcribing taking place. Five farms involved.

The intention is to work up into a booklet and exhibition.

Project aim – learning from the past, understand new technology, establish good relationships with neighbouring farmers and understand how we can gain from this.

Farming community are interested in HCSA, and also in Huw's initiative.

2.2 Has established links with Norton through their ploughing match and church network – e.g.

Phil Shaddock, editor of Norton Parish Newsletter who has received information from Heather – this has a large circulation, including Beighton.

2.3 Cycle project with Valley Park County Primary - links

2.4 Moss Valley Wildlife Trust – Info placed on the website.

Connections

2.5 Heather now owns Newfield Spring Wood – left untouched for 15 years so has a rich bio-diversity. Access is through Lightwood Farm. Anxieties expressed by the farm and Moss Valley Wildlife Trust regarding opening the wood up to people. Heather therefore cautious of sensitivities and will not authorise access to others until these are fully understood. She will do a survey and get to know the wood in coming months. Opportunities using Sycamore and Hazel (for structures), and Holly with Huw in the New Year.

3. Grower

3.1 Advertisement for Grower post issued nationally, 7 December. Short-listing 3-4 January (Heather standing in for Kevin), and interview date for 6 January. A visit with candidates to the field is planned, 6 January.

Action

Heather to inform Huw about candidates' visit to the field, to give information about wider usage of the land.

3.2 The interview panel is Darrel, Marion, and/or John Le Corney, Kevin.

The post to be circulated around membership, appropriate networks e.g. Sheffield Forum, Grow Sheffield, management group and hosted on HCF and HCSA websites.

Action: Bardy to oversee circulation.

3.3 This is a secondment project between HCSA and HCF, but a HCSA job.

Our need is for a qualified grower (e.g. NVQ level 3 in horticulture or equivalent for the scale of the project).

The contract is stand alone and part time: £17,000 pro rata rising to £19,000.

20% costs to HCF have been agreed – these include a room, IT support and computer, and message taking.

Heather is happy to co-ordinate responses where people have advertised

Action

Heather to be kept informed of interest.

3.4 We require leaflets for the information pack to applicants. They are out of date so key areas will be manually amended.

Action

Stella to amend leaflets with updated information

4. Action Plan

Thanks, Kevin for updating the Action Plan. Work is needed to make targets SMARTer.

Action

Joan to add Action Plan Targets to January's agenda

Action

Caroline to update action plan with brief notes.

5. Share Offer

We need to explore avenues for getting Share offer formally checked e.g. Soil Association, The Portland & Sheffield Renewables, Co-ops UK etc.

Action

Joan, Kevin, Bardy, Stella (Yvonne?) to explore avenues to formally check share offer by end of December.

6. Launch

6.1 Need to maintain energy and create a plan for the year beyond the launch

Launch must be appealing. Consider a celebrity speaker? Include music, press release, and food to share.

Consider location carefully: what is our message? Associated locally with Heeley / Meersbrook or the whole city – if so, a central Sheffield location?

6.2 Two parts to launch: a formal send-out to all our members, and a social event to re-promote and fundraise.

Formal Launch

- Must have a narrative and tell the Hazelhurst 'story' to attract members.

- Consider Thursday 26 January

Social event

Consider late February date

Local, social event

March – event at Gleadless through Steve

Action

Bardy, Sarah, Alison to work up launch further including:-

- Venue - Quaker Meeting House or United Reform Church?

- Speakers - Heather on history project? Rownan on other CSAs? Or speakers further afield.

- Prepare Press release – include a quote

7. Publicity

The next Newsletter should appear before Christmas if possible and include:

- Launch dates and place (Bardy/Sarah/Alison)

- A piece on volunteering (Stella)

- A call for more volunteers e.g. for Marketing and fundraising support

- Warm up piece on share offer (Kevin)

- A piece on Poly tunnel (Ian)

Action

All above to produce copy and send to Bardy

8. Website

8.1 The website is out of date. Chris will install a simple CMS (content management system) so it can be amended by committee members if necessary, e.g. volunteer days, elements from the newsletter. Work is needed on the home page urgently.

Chris has re-directed people to from Transitions to Hazelhurst website.

Action

Bardy to liaise with Chris

Kevin to re-configure website home page between Christmas and New Year in time for the launch.

8.2 Chris should be re-numerated for hosting the site and maintaining lists. Choice of Iceland or Sheffield hosts discussed.

Action

Joan to meet with Chris and Bardy to discuss hosting and differentiated generic emails

9. Land Group (Kevin)

Nothing to report

10. Volunteer Co-ordination (Stella)

10.1 Volunteering is going well with 10 people, October, 12 in November and 8 on the poly tunnel day.

10.2 Now takes place Wednesdays and 3rd Sunday each month, but review with Grower.

10.3 Stella is talking to Voluntary action regarding writing policies, to ensure all aware of e.g. Health & Safety. As this is new territory, she was advised to use an existing policy and adapt it rather than start from scratch.

10.4 Public Liability insurance - BTCV

Action

Stella to investigate public liability with Marion

11. Fundraising (Bardy and Sarah)

11.1 First meeting with Steve.

11.2 Bardy has met several times with Sarah. The task feels overwhelming but action points have been decided. Bardy has signed up with the Fundraising Newsletter for funds coming up, and Steve is also briefed in this area.

11.3 Co-op has been contacted and a résumé of project to be sent, adapting what Yvonne provided for leaflet and launch.

11.4 It's clear that a pack is needed, as many organisations will need the same basic information. The issue of the land being situated in Derbyshire should be watched.

11.5 A draft strategy is needed together with ball park figures, to prioritise activity and match tasks requiring cash to potential funding. We were reminded that the Fundraising target is £10,000 (by January 2012).

Action

- **All to write a strategic wish list of needs for January meeting**
- **Bardy & Sarah to write draft paper as a start to the strategy for January meeting**
- **Ian to send links regarding Awards For All to Bardy & Sarah**
- **Kevin to put Joanne, Allotment Society in touch with Bardy & Sarah**

AOB

Bardy needs to update lists of all groups

Action

Joan to talk to Bardy

Caroline Krzesinska 14.12.11