

Hazelhurst CSA Management Committee Meeting

Wednesday October 5th, 104 Albert Rd.

Meeting Notes

Present: Joan Miller (Chair); Stella Hunt; Caroline Krzesinska. Bardy McNair, Kevin Walters
Yvonne O'Donovan after 8.30pm

Apologies: Stephen Pratt; Sarah Lord (??)

Joan welcomed new members of the committee and thanked the outgoing members for their considerable work.

1. Roles and Responsibilities

The following roles have now been agreed:

Chair: Joan

- Ensures that our aims, objectives and aspirations are kept in view
- Enables the work of the Management committee
- Gives support where necessary

Volunteer Co-ordinator: Stella

- Co-ordinates volunteer activity.
- Joan is happy to support.

Updating the Action Plan: Kevin

- Considers priorities, sequencing initiatives towards a revised action plan.

Further information to be sought from Yvonne on existing Action Plan

Administrative Support: Caroline

- Provides minutes/notes from meetings and post on website
- Distributes documents to committee members in advance of meetings
- Holds documents relating to Management Committee activity

Membership Secretary: Bardy

- Provides Membership administration
- Manages membership database
- Administers share offer
- Communicates with the membership through newsletter, website

Further information to be sought from Gillie Pearce.

***Outreach: Heather Hunt**

- Supports and provides outreach activities including Community History

*** Website: Chris Croome**

- Chris is asked to continue his work of editing the website, providing updates and considering how to develop more user-friendly activity.

** Not attending the committee*

Outstanding Positions to consider

Treasurer: Yvonne is happy to continue until this post is filled.

Fundraiser: Includes share offer documentation

Wider communications role to inform/enthuse the public: Consider if this can be part of Outreach.

2. Finance & Share Offer

Context

The Business plan, written by Yvonne was shared with the Land Group, 12 June and at the last Management Committee meeting, 27 June.

Huw Evans made an alternative offer in an email, 14th July

A special meeting was called, 21st July to look at the options

A Revised Business Plan (RBP) was prepared by Yvonne but was not ready for the AGM, 21st September.

Revised Business Plan

The RBP was circulated in advance of the current meeting.

Observations regarding RBP and Share Offer:

- We need to articulate the new Offer, and what it means clearly and simply for those who paid for the previous share offer before Huw's new proposal.
- We should chase up people who originally put their names down to maximise potential income.
- We should proceed with a share offer in order to raise £15-20,000, to generate income for the purchase of immediate needs - seed etc
- Recruitment of a Grower is on-going

Key conclusions of RBP summarised by Yvonne:

- The RBP is realistic and robust, with risk factored in at 20%. It was shown to Welbeck Farm and Huw ? for comment in advance of circulation.
- The plan does not depend simply on a box scheme as a source of revenue: other avenues and 2ndary income streams would be open, eg selling to buyers.
- The current action plan notes outstanding activities to complete
- It is not a priority to access other grant revenues for revenue purposes.
- Market research was carried out for the larger original plan. based on 3 sources of data:-
 1. In house Market research (Questionnaire completed by 79 people – considered to be a fair sample).
 2. Industry information from eg Grocers' Journal for Organic Food, National & Regional Trends – see appendix of Original business plan; data with Yvonne.
 3. Darryl's original report on what could be produced on the land.
- Price comparisons have been placed at the low end of what has been offered and no assumptions have been made about secondary income streams.
- As there is less land, Income & Expenditure figures have been reduced by 32% of original Business Plan figures.
- Assumption of grant is based on existing talks with potential funders:
 1. Co-op UK – interested in CSA applying for up to £3,000, but check grant criteria as it changes annually
 2. Sheffield Town Trust – interested in funding more agricultural projects
 3. Prince's land Trust – dialogue has started
 4. Donations at £200 a year for small scale activities
 5. Other funders on file
- Organisation is shown as running on £2-3,000 a year, on the assumption that professionals are not paid at high end, but that figures can grow through co-branding and co-marketing.
- Labour has been reduced from original plan to volunteers and a grower.

- 3 distribution streams are shown with different margins and implications. Eg volunteer costs. (NB Please note all voluntary hours should be logged and matched in funding applications).
- The prospectus is waiting for the Revised Business Plan to be signed off. No additional work is required - It needs to be collated from existing documents.

Further questions/answers:

Q: Why is the share offer is not included in RBP's income stream?

A: It shouldn't be included as it would not be 'our money'.

Q: Should we create a pioneer share offer under the same terms of the original offer to provide much needed cash for a part time grower? (£10-11,000 for one year, plus on-costs.)

A: There is no distinction between a 'Pioneer' and a 'shareholder'- it was done as a vehicle before the project was viable. There should be however a recognition of the difference between investors and shareholders and respective benefits.

Q: The definition of 'shareholder' needs to be understood in the context of the current share offer – ie a share in a business that commits to ecological growing?

Q; We must clarify that cash cannot be retrieved from the Pioneer share offer

A: There is no difference from the original business plan where there is an expectation to give share holders up to 25% of cash back after Year 4 on a first come, first served basis. This has to be a decision of the Management Committee to avoid bankrupting the organisation. We should expect a dividend on share of 1% below the bank rate after Year 4.

Q: Are we tied to 30th September close of the share offer?

A: This arbitrary date had to be given for legal reasons. We can change it provided there is a clear audit trail through eg committee minutes.

Q: Is Huw creating the licence?

A: Yes, it's his job, but we should acquire legal advice eg Pro South Yorkshire, a service from SY Lawyers and Co-ops offering **free** advice for complex and expensive issues.

Q: What is the H&S position for volunteers?

A: Marion holds details of payment to BTCV

Interim Temporary Grower

There is an urgent need for an interim Grower between October and January to order winter crops and review Autumn /Winter activity, in advance of permanent position.

Marian? is interested in doing this.

Joan to ask Marian to submit invoices for work already carried out.

Marian to produce a list of activities and orders for Joan

Stella to liaise with Marian regarding a new volunteer day

Meetings

Thursday 20 October: meeting regarding Share Option. 6.00-8.00pm, 104 Albert Rd

Joan, Stella, Kevin confirmed attendance. Apologies from Caroline.

Action: Alison and or Yvonne to be invited to assist with handover and clarify Share Option details.

Wednesday 2nd November: Management Committee meeting. 7.00pm? 104 Albert Rd

AOB

Visit from Welbeck Foundation Farm 11 October if dry. Interest in sourcing organic food eg potentially our potato crop

Actions

Joan to circulate Action Plan

Joan to invite Alison & Yvonne to 20th October Share Option meeting

Joan to give Yvonne the following actions: Collate docs for prospectus and send to Joan by 20th October.

Joan to receive list of Grower activities and orders from Marianne

Re-send membership docs to Bardy

Stella to ask Marian for BTCV info

Stella to investigate manure that is PS100

Stella to liaise with Marian over volunteer day

Bardy to ask Chris Coome for Membership passwords