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**Board Meeting  
Wednesday, 4<sup>th</sup> March 2015**

Present

Chair: Peter Allan, Cargill Meats Europe  
Chris Binge, Fairway Foodservice Plc  
Vince Craig, c/o McEvoy Foods Int'l Ltd  
Ian Stone, apetito Ltd  
Brian Young, BFFF  
Nigel Broadhurst, Iceland Foods Ltd  
Ali Hannaford, Paramount 21 Ltd  
Vanessa Lewis, Summit Foods Ltd

In Attendance: Hazel Cranidge, BFFF  
Joanna Hancock (part of meeting)  
Su Dakin, BFFF (part of meeting)

Apologies: Adrian Whitehead, Brakes

**AGREED ITEMS AND ANY ACTION**

	ITEM	ACTION BY:
1	<b>Declarations of Interest</b> There were no new declarations of interest.	
2.	<b>Review of BFFF Technical &amp; H&amp;S Services</b> The Board agreed that, as the Federation's Technical & H&S services are crucial services for members, the following recommendations be implemented: <ul style="list-style-type: none"> <li>From July 2015, commence development plan for the Technical Assistant.</li> <li>From July 2015, contract a third-party service provider to complete clearly identified tasks that are either current services or from the list of services for development. Initially through extending the use of existing Primary Authority Partners, then depending on its success, through a private third party service provider. This must be done in parallel with recommendation 1 to ensure that the Technical Service remains supported.</li> <li>In January 2017, review with Brian, Vince and the new Chief Executive how well the services have been delivered to date, future developments, and funds available to BFFF and then consider options going forward including: staying as we are and converting the third party consultancy to either part-time or a full time position.</li> </ul>	BY
3	<b>Agree Minutes of the Last Meeting</b> The minutes from 7 <sup>th</sup> January 2015 were agreed to be a true and accurate record and duly adopted.	
4	<b>Outstanding Action Points from the Last Meeting</b>	
a	The action tracker was circulated with the agenda pack to update the Board on progress. Brian advised that he was attending the Wabel Frozen Summit next week and will report back in May.	BY
b	Brian added that he had a very good meeting with Andrew Selley of Bidvest 3663 and that he had put forward Andrew Roberts, Buying Director as their nominated representative for the Board. Brian will make contact with Andrew Roberts to begin the induction process.	BY

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	ITEM	ACTION BY:
5 a	<b>Chief Executive's Report</b> <b>Project Enthuse</b> Brian provided an update on the project to the Board.	
b	<b>FDF</b> Brian advised that he had recently met with Jim Moseley at the FDF and had a very good meeting but that a new chief executive has now been announced and he will make contact in due course to arrange a meeting.	BY
5.1	<b>Members Survey</b> The Board reviewed the results of the 2015 members' survey and were pleased with the results which show continued improvement in all areas of the Federation's work.	
5.2 5.2.1	<b>Review of Current Strategic Plan</b> Brian had previously circulated a report reviewing the current strategic plan and the following points were agreed by the Board: <ul style="list-style-type: none"> <li>• A minimum budget of £50K should be protected for the promotion campaign each year</li> <li>• Brian to explore the possibility of setting up a major brand group to look at industry opportunities for the promotion of frozen foods</li> <li>• More resource was required for our protecting activities and this had been covered earlier</li> <li>• Brian to set up an informal wholesaler group to discuss industry issues</li> <li>• Brian to investigate how other trade associations run their benefit schemes to help us improve our offering to members</li> <li>• Look to produce anonymous case studies to highlight the impact of the primary authority scheme</li> <li>• Brian and the Commercial team to explore the potential opportunities for BFFF from exhibiting at Anuga and SIAL</li> </ul>	BY BY BY BY BY BY/Cmcl
5.2.2	The Board requested that an organisation chart be provided to help them identify who is involved in which activities within the BFFF team.	BY
5.3	<b>Election Process for the Board of Directors</b> The Board reviewed the proposed process and were in agreement with how to proceed. Brian/Hazel to put together an action plan to ensure the proposed dates are met.	BY/HC
5.4	<b>AGM Marketing</b> The Board agreed that the recommendations to encourage attendance at the AGM be implemented for the 2015 meeting and that they would then review afterwards.	BY
5.5 5.5.1	<b>Review of Board Teleconferences Effectiveness</b> It was agreed by the Board that the teleconferences held so far had been very effective which was due to the informative board papers circulated beforehand and also Brian and Peter reviewing the agenda pack in advance to identify the 3 key items for debate. It was agreed to continue to hold 3 teleconferences per year and to continue to monitor and evaluate their effectiveness.	BY
5.5.2	It was agreed that the Board dinner had been very worthwhile and beneficial and that it would be helpful to organise another dinner before a Board meeting and it was agreed to arrange this for the May meeting.	BY/HC

**AGREED ITEMS AND ANY ACTION**

	<b>ITEM</b>	<b>ACTION BY:</b>
<b>6</b>	<b>Financial Report</b>	
<b>6.1</b>	<p><b>Audit Committee Minutes</b> The Board approved the following recommendations from the Audit Committee:</p> <ul style="list-style-type: none"> <li>• Any profit made during the year 2014/15 should be used to increase the reserves.</li> <li>• Emma Cranidge be authorised to sign petty cash vouchers, invoices and cheques/BACS to the value of £3,000.</li> </ul>	BoD
<b>6.2</b>	<p><b>Quarterly Accounts</b> The Board approved the quarterly accounts to 31<sup>st</sup> December which had previously been fully reviewed by the Audit Committee.</p>	BoD
<b>6.3.1</b>	<p><b>Draft 2015/16 Budget</b> The Audit Committee had discussed the proposed budget for 2015/16 in detail during their meeting and recommended that it be approved. The Board were in agreement and unanimously approved the Budget for 2015/16.</p>	BoD
<b>6.3.2</b>	<p><b>Proposed 2015/16 Subscription Levels</b> The Audit Committee had recommended that, as many of our members are still finding it difficult in the current economic climate, subscription rates should only be increased by 2%. The Board were in agreement and unanimously approved the 2015/16 subscription levels.</p>	BoD
<b>6.4</b>	<p><b>Capital Expenditure Request</b> The Board agreed capital expenditure of £14,234 to enhance and improve the Federation's database. They also agreed the change of IT provider to Office Friends Systems.</p>	BoD
<b>6.5</b>	<p><b>3 Year Forecast</b> Brian discussed the three year draft budget which needed to be taken in conjunction with the Strategic Review and the review of the Technical &amp; H&amp;S Services. The Board approved the three year forecast and noted that the numbers would be used as a basis and updated throughout the three year period.</p>	BoD
<b>7</b>	<b>Commercial Report</b>	
<b>7.1</b>	<p><b>Annual Awards</b> The Board asked Brian to consider the introduction of two new awards being Best New Branded Product and Best New Private Label Product. Brian to discuss with the commercial team.</p>	BY
<b>7.2</b>	<p><b>Business Conference</b> The Board all thought that the conference had been a great success and asked Brian to pass their thanks to Charley for organising a great event. A few suggestions to consider for next year were given:</p> <ul style="list-style-type: none"> <li>• Try to encourage more female presenters</li> <li>• Reduce the number of speakers in the afternoon by 1</li> <li>• Presenters find it hard to see from the lectern – can this be resolved</li> <li>• Cool Cookery video was very good and impactful</li> <li>• Brian and Charley to review whether an entertainment act is really needed at the Conference Dinner</li> </ul>	BY

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	<b>ITEM</b>	<b>ACTION BY:</b>
<b>8.1</b>	<p><b>T&amp;L Expert Group</b>            Vince advised that we have been informed by our Primary Authority partner Wakefield, that standalone cold stores now need to be licensed and that there is also a potential change to the hygiene regulations which will impact members directly. Su is meeting with other trade associations such as the FSDF next week to discuss action that we can take on behalf of members.</p>	
<b>8.2</b>	<p><b>Health &amp; Safety Expert Group Report</b>            The Board report was accepted with no issues raised.</p>	
<b>8.3</b>	<p><b>Promotion Expert Group</b>  <b>a</b>            Brian advised that the BritMums partnership had been very successful with lots of activity on social media. He had also been interviewed by the Daily Mail with very positive coverage in the paper and also generating coverage on Chris Evans Radio 2 Breakfast Show and Brian also being interviewed on BBC Radio London.</p> <p><b>b</b>            The Promotion Expert Group are meeting in April to review the proposed campaign for 2015/16 before it is presented to the Board in May for approval.</p>	BY
<b>9</b>	<p><b>Member Issues</b>            There were no member issues that needed to be raised at the meeting.</p>	
<b>10</b>	<p><b>Any Other Business</b></p>	
<b>10.1</b>	<p><b>Date of Next Meeting</b>            6 May 2015 - Meeting at Iceland offices, Deeside at 11am            5 May 2015 – Board Dinner to be arranged</p>	BY/HC
<b>10.2</b>	<p><b>Dates for 2015/16</b>            The following dates were agreed:</p> <p>2 July 2015 Teleconference - 10.30am            8 Sept 2015 Teleconference - 10.30am            25 Nov 2015 Venue TBC - 1pm            6 Jan2016 Teleconference - 10.30am            29 Feb 2016 Board Dinner at Mallory Court Hotel - 7pm            2 Mar 2016 Meeting at Chesford Grange - 9.30am            4 May 2016 apetito's offices, Trowbridge - 11am</p>	