

PEMBROKESHIRE FEDERATION OF YOUNG FARMERS' CLUBS

Wednesday 21st June 2017

Present: Karen Jones (Chairman of Board of Management), Alice James (County Chairman), Alwyn Evans (County President), Cara Norman (Hon. Treasurer), Tom Bevan (Events Chairman), Ann Phillips Davies (Life Member), Stephanie Morgan (Clunderwen), Delun Evans (Eglwysrwrw), Sam Kurtz (Fishguard), Steffan Evans (Hermon), Owain Lewis (Llawhaden), Katie Davies, Pippa Bevan (Llysyfran), Nia George (County Organiser)

Chairman's remarks.

Karen Jones, chairman of the board of management declared the meeting open and welcomed everyone along. She congratulated all those involved in the recent Rally. Rally had a very different style and the general feedback from Comps was that the Rally set up was good. Karen felt it was important to make things different and to keep developing new ideas. Karen extended Congratulations to Fishguard YFC on winning the Rally.

Apologies for absence.

Michael Harries, Christina Williams, Jill Luke Evans, Richard Summons, Non Thorne, Ros Bushel, Tania Hancock

1. Minutes of the last meeting held on 15th March 2017
Minutes were read and signed as a true record.

2. Matters arising.

The matter on Sponsorship was discussed.

Ann Phillips Davies noted that she had not seen a report on the rally in the paper this year. Sam Kurtz press officer was in attendance and said that the Western Telegraph had featured a spread on the Rally on the Wednesday following the Rally. APD noted that there is usually something in the Carmarthen Journal too. Karen noted this for next year to try and get something into the journal.

Karen explained that the Patrons Scheme was launched at Rally. If 100 people signed up the scheme this would amount to £10,000. This would help cover the loss in funding from the council. It is Important that we target local shows and target people who have been past members to support this new scheme.

PCC - A meeting between the county officials and Cllr Jamie Adams had been held and the reasons given for their funding cut was that there is too much in our reserves for us to have contribution from the Local Authority.

However Karen noted that we must be proactive and do our utmost to secure our own funding by showing potential funders and Sponsors what a worthwhile investment the young farmers is for their business and promotion of their brand.

Karen went on to explain that in the small meeting arranged to discuss funding it was agreed that Presentation Packs will be drawn up to take to potential funders with Power point Presentations for officials such as Alice and Non to use in promoting the movement

3. Correspondence.

No Correspondence.

4. 2017 County Show.

(a) Hospitality.

The list for County Show invitations was reviewed and the following list was agreed for this year's show.

County President	Mr Alwyn Evans
Immediate Past County President	Mrs Dill Williams
County Chairman	Miss Alice James
County Vice-Chairman	Miss Non Thorne
Immediate Past County Chairman	Mr Richard Summons
Honorary County Treasurer	Ms Cara Norman
County YFC Queen and Attendants	Miss Jill Luke Evans & Co
Male Ambassador	Mr Iwan George
Young Farmer of the Year	Miss Jill Luke Evans
Junior Member of the Year	Cerys Jones
PAS Lady Ambassador	Yasmin Bevan Rees
Wales YFC President	Mr Dai Jones

Senior YFC Officials at Wales Level

Nia Lloyd, Chief Executive,
Arwel Jones, Wales Chairman

NFYFC President NFYFC Chairman

County Life Members, Honorary Members and Vice-Presidents

Trustees

Mr Stephen Thornton, Valero,
Chairman, County Branch NFU
Chairman, County Branch FUW
President, County Branch WI
Chairman, County Committee RWAS

PAS President

PAS President-Elect

PAS Directors and Officers

Mr Paul Bridgeman

Mr Stephen Crabb MP

Mr Simon Hart MP

Mr Paul Davies AM

Mrs Angela Burns AM

Welsh Agriculture Minister - Ms Lesley Griffiths

Mr Carwyn Jones AM, First Minister for Wales

2017 Pembrokeshire County Council

Leader, Deputy Leaders & Members of the Cabinet

Chairman PCC

Also to be invited:

Director of Education

County Youth Officer

Chairman of the PCC Licensing Committee

Chairman of the PCC Planning Committee

LHP Accountants.

Chairman of Pembrokeshire National Parks -

Tegryn Jones National Park

Mr Stephen James NFU

Mr Meurig Raymond NFU

(b) County Show Working Party

Nia fed back from the Working Party group outlining the key areas discussed at the meeting. It was noted that the main points were to try and promote the site of YFC more. Members who attended the meeting felt that we needed more. Promotional material for the County Show to include Hats, Balloons, Sticks and Stickers. Nia showed a hat example she had got from the internet but noted that the cost would be £1.46 per hat if we ordered 1000. It was agreed that the county officials would discuss the final costs and decide on a budget to be allocated to promotional material.

Nia also explained that members wished to stick with demonstration but that a discussion had been had to have demonstrations that included the male members such as palette recycling. It was also agreed to invite the singing groups and solos as well as the dancing on the basis that clubs would have to understand that the area used wouldn't be a real stage.

It was also agreed to have an area for future members to be able to milk a cow find eggs etc. Following the meeting Katie Davies has contacted Abby Rider who has agreed to lend us various things to do with youngsters at the show. A suggestion was made to use the rally signs to signpost where YFC where although it was felt perhaps these were rather too large and that maybe we ask every club to provide a signpost to be used at the show.

The Queen and Attendants agreed to run a competition "Where did Donald do it?" and the members would like Milkshakes and Mocktails again this year.

As in previous years it was agreed to have Club scrapbooks, shirts and Club promotional boards on display as well as the ER Phillips award boards.

An idea was discussed to change the layout for the tent so that the stage would be more accessible to the outside area to attract people in.

A suggestion had been made to have a tractor outside again as well as a hay bale sofa and to produce a frame with #YFC to attract people to take photos and promote Pembs YFC at the show via social media. Members also asked for a snapchat filter promoting Pembs YFC at the show.

(c) Email Jan Pearce

An email had been received from the show's new County Chief Executive noting that she is looking forward to working in partnership with the YFC and its members as they are our future. During our recent conversation I wished to raise the possibility of you having a proper dedicated area at the 2017 show where you could promote all aspects of the YFC by having an area adjacent to the marquee. The area could accommodate banners etc. to hopefully increase membership, provide for displays of the excellent work they carry out and achieve. Provide for awards to be shown and indeed stage possible events. This could be an excellent stepping stone towards developing the YFC and PAS in the future especially 2018 show.

In addition, I would like to discuss holding a possible event in partnership during September / October such as a concert?

Please ensure that your Board is made aware of my personal passion and commitment to the YFC and its activities along with how much I look forward to working with them in the future.

A map was circulated to the board showing the proposed area which would be down in Zone C. A discussion followed starting with an n Email received from Tania Hancock who was unable to attend but felt quite strongly on the matter. She noted that many members feel unhappy as to where our stand is now located on the show ground, however caution is needed before moving again.

It is highly unlikely that we will ever have our old stand position back on the main avenue, was a prime location but with a prime location comes a high price tag that businesses are willing to pay. YFC currently have their stand completely free of charge, we do not pay for the pitch and we do not pay for our marquee. Other businesses situated in the section we are now, can pay up to a few thousand pounds just to be there.

I'm unsure that the proposal to move YFC to Zone C would be of any benefit to us. Businesses have complained about being positioned in zone c because they don't get enough footfall of passing trade. It is very close to the shopping section and the fun fair which I admit could increase visitors into our tent. Feedback from the show surveys suggest that zone c is targeted to holiday makers and visitors coming into Pembrokeshire for the day, so if we moved we may get a few more people coming into the tent to see what YFC is about, but our aim is to recruit new members to Pembrokeshire YFC to strengthen our movement. I

I can see from the map that if we moved to Zone C we would have a bigger pitch, if the weather is torrential we would need a bigger marquee, but who would finance this?

We would also need to invest in promotional material to be outside the marquee to fill space and draw a crowd in and entertain people, whilst I see this as an important long term investment, I wonder whether the movement is in a financial position to justify this spend just yet, especially without knowing what the 'new' pitch could offer.

If we went for the new pitch and decided we didn't like it, it's unlikely we can go back to where we currently are; therefore in 2018 we could end up being positioned somewhere else. I worry that we then run the risk of YFC being moved from pillar to post every year.

I personally feel we should stick to where we are and make the most of the fantastic opportunity of having our stand for free. We can utilise our social media presence in the run up to the 3 days and also during, to attract people to come and visit us. People are only now getting used to where the YFC tent is, so to move again we would be in the same predicament of having a quiet tent for a couple of years. Last year seemed to work well with the demonstrations etc. going on. We should build upon last year with our focus being to improve it even more. We need to bear in mind with our plans, that a lot of members are already involved with stewarding at the show, working on stands or have other jobs and don't have enough annual leave to use to take a day off to man the YFC tent, that being said we need to be realistic about what we're wanting to achieve to ensure it's a success which is executed professionally to showcase YFC in the correct manner. We should also remember that we do not pay for our stand and if we complain too much about where we are, we could run the risk of losing our free stand all together

The General consensus of the board is that it is too late for this year to move location. However if a small committee were to sit down early on next year to plan the area for the Show in 2018 it may be something that could work to our benefit.

It was felt that members and officials should see the area at various times to assess how many visitors were around and what type of people frequented that particular area. Exact proposals need to be put in place with financial breakdowns and stewarding needs to be discussed in September. It was agreed to return to Jan noting that the members were grateful for the opportunity but felt it was too much to consider this year. Members were keen to reassure Jan that we were not saying no but that this was something that we would need to consider and plan carefully. We would kindly ask to be left with the same arrangement as last year for 2017 with a review to be carried out early next year to plan for 2018

5. Hon. Treasurer's report.

In moving for the adoption of a verbal report Cara congratulated Fishguard YFC on winning the Rally. Congratulations were extended to the Chief Stewards.

The return of the Car Park stewards proved helpful and a disabled Area too.

Field Day Dance - just under £3000 profit was made at this year's event. A suggestion was put forward of a new venue for next Field Day Dance. A discussion followed and although the venue currently sells out we only need a slightly larger capacity and we need somewhere where we can run our own bar.

Cara congratulated the committee for coming up with the Patrons idea and noted it seemed to be having a - good response from past members. She congratulated Karen Jones on pushing sales on Rally day and urged all board members to follow suit to ensure a good uptake on the patron's scheme.

Cara outlined a breakdown of the Rally takings and compared them to 2016 figures.

Pre rally takings:

2016	£990.80
2017	£753.47

Rally Gate Takings:

2016	£3322.13
2017	£3356.34

Rally Dance Gate:

2016	£1840
2017	£1150

Rally Bar:

2016	£5658.76
2017	£6600.00

Tom gave a report on the rally dance and gave breakdowns as well as proposals for the Queens Ball. He noted that he has managed to secure The Tom Collins Band but wanted the board to discuss spending £650 on 3 members or £750 for 4. It was agreed to go with £750 but also agreed that marketing of the event needed to be done to push tickets to other counties and clubs as much as possible to increase pre ticket sales. He also proposed extending the Rally dance time to 2pm to give profits another boost. He noted that the 3 events run by the county this year have raised approximately £12,000 in profit which is a fantastic boost to becoming self-sufficient. He noted that with increased marketing and sales we can increase this.

6. Membership.

Membership for this year 552

7. 2017 County Training Programme.

It was agreed to hold the county training programme again this year

7. 2016 County Training Programme.

Discussed last time:-

(a) Date: Corresponding date: 28th September.

(b) Venue: Narberth RFC

(c) Trainers:

Chairmen/Vice-chairmen - County Chairman and immediate past County Chairman - Non Thorne & Alice James

Secretaries - Nia George & Vice Chairman

Treasurers - Helen Hodges

Club Leaders: It was agreed to have a Leaders night again.

A question was asked regarding the cost of Narberth Rugby Club as Haverfordwest Golf Club was available.

It was also agreed to have a club minute secretaries training night with potential trainers to be invited to be past winners of the award.

It was agreed to arrange the Club Leaders night in the golf Club and keep the Club officers night in Narberth.

8. County Organiser's Report.

Nia gave a report outlining another busy year.

Another year has flown by and it's been a very successful for Pembrokeshire in the competitions calendar winning the Eisteddfod, English Public Speaking and Field Day 2nd in the Welsh Public Speaking and 3rd in both the Welsh and English Entertainments not to mention fantastic individual successes for Pembrokeshire members.

The focus this year was on establishing a good working relationship with club secretaries ensuring that information was available to them and that concerns and queries were dealt with promptly. The development of a competitions booklet featuring most of the year's competitions with a complimentary booklet containing all the relevant entry forms went down well with secretaries and there was an increase in forms being submitted on time. Although not quite perfect it was a vast improvement.

We also had a separate evening working with club leaders which met with positive feedback and gave leaders to discuss issues and concerns they may have. We hope that this will continue this year and will be contacting the leaders for ideas on potential areas of training or topics they feel relevant to their work as volunteers.

We also took the YFC message once again to the college open day in Pembrokeshire College and got a few queries' raising from that.

The website is now fully up and running and updated continuously to ensure that we have the latest information available and we are using more and more of live feeds and updates to keep people unable to attend updated with goings on at events. It's proved quite popular and there has been a notable increase in our Facebook following.

We are also extremely pleased to have had another year of broadcasting from Radio Pembrokeshire kindly sponsored by TAG and will be looking to refreshing the show for the coming year. Should anyone have any ideas for the show's content please contact the office. Our events have all run well with high standard throughout the competitions ensuring that audiences turn out to support the various competitions.

The Eisteddfod this year will be held under the banner of Gwyl Bro'r Preseli which will mean a boost to the events advertising and hopefully a wider audience in attendance.

Again this year public speaking days have been successful and with some points to improve for next year we very much hope to improve on the events year on year.

I am extremely grateful to the Trenwydd family and the team of helpers who ensured a fantastic venue for this year's field day. Once again Andrew Davies was on hand to sort the various machinery and Steff Kurtz and the team in TAG obliged ensuring we had the right kit. Finally came Rally and again the hard work of Chief steward Dylan supported by Delme and competitions steward Edna ensured the day ran smoothly. An overhaul of the layout met with many positive reactions and already plans are underway to make adjustments for next year. Huge congratulations to Fishguard on winning the rally.

Again the AGM was a success in the council chambers and we hope for the same again this year.

If we can do anything to help we are always here and will try our best to help if we can.

Karen thanked Nia for a comprehensive report noting that we've had a very busy year once again.

9. Nominations for 3 co-opted members for the County Executive AGM.

Last Year: Karen Jones, Michael Harries, Ros Bushel

It was proposed to re-elect on block.

10. Resolutions - County Annual General Meeting - Wednesday, 21stSeptember 2017
No Resolutions.

11. County 100+ Club:
(a) To review Subscribers' list.

Currently 228

A point was raised regarding some of the named people on the list having passed away it was agreed that Edna/Joyce/ Ionwy would be asked to look at the list to inform the office of any names that are on it who are now deceased to avoid embarrassment.

(b) To decide on number of draws and amounts.

CURRENTLY:-

Entertainment Final February 2017

£75

£50

£25

Rally 2017

£50

£25

£25

£25

County Show 2017

£50

£25

£25

Exec AGM 2017

£25

£25

£25

County AGM 2017

£50

£25

£25

Exec AGM and County AGM to be combined to £75, £50, £25, £25

12. Draft County meetings.

These were reviewed and a request was made to re-arrange the dates in June to allow more time to collect figures following rally.

6th County Show Working Party

13th Board of Management

20th Competitions

27th Executive Committee meeting.

13. Year Book

Rhiannon to be invited to act as Editor again this year.

Katie did ask for another person to help with the role of advertising as she will be over age next year - Lucy Kiff and Aled Thomas were proposed.

£2 a copy as last year - agreed

14. Annual Report

A discussion followed regarding the Annual Report. Members asked if it was useful or if there was a point to it. Nia noted that although she was making work for herself she felt that due to the incredible year had by the county this year it would be a shame not to include the report. She suggested it could also be used as part of the packs being designed for potential members.

It was agreed to continue with the Annual report.

Karen Jones binding co-ordinator - proposed by Alice

15. Queen's Ball

Brithdir has been booked for the 8th December with PAS.

Band - for £750 and Rob Thomas Disco

16. Staff Matters.

By kind request Nia left the room.

Part reimbursement for royal welsh accommodation for Nia was discussed and agreed at £130

Alwyn questioned when Pay reviews were carried out.

Toil and Holidays were discussed as Nia currently has hours owing @ 28.5 and is yet to take holidays. It was agreed that the office may not be open on certain days.

The headed paper layout was discussed as some letters print onto the blue logo and therefore make the address difficult to see on letters.

17. Any other business.

Clunderwen Football tournament Quiz, Food, BBQ

Parti in the PARC Quiz Curry and Pint night, Fun Day and Main dance Parc y Marl Llysyfran 30-1st July

18. Date of next meeting.

12th July - 7:30pm - to discuss sponsors packs

Date to discuss the Accounts - September 13th and prior to AGM 21st September

Meeting Closed at 22:16pm