

Richard Clare
Sheffield Organic Food Initiative
41 b Burns Road
Sheffield S6 3GL

2nd February 1999

Dear Joy, Jade and Paul,

In response to Jade's call Tuesday p.m. Station to venue time less than ten minutes: Walk to Old Town Hall as before, but head right across new paving to Orchard Square, between Dixons and Virgin. Go straight through and out of Orchard Square, then cross the road with tram tracks, Quaker Meeting House down side road.

As a closing on the day, we'd like to announce the date of a follow up meeting on March 2nd at 3 p.m. at the Old Town Hall. Flipchart, O.H.P. and video are okay. Tables and display boards ok.

For the morning, we plan to give each speaker five minutes followed by ten on questions and discussion on the topic that they've introduced: Rachel -- sustainability / Sue -- diet & health / David -- overview & city farms / Isobel -- agriculture & conversion / Richard & Darrell -- community food, allotments. Time after speakers will be for general discussion. We want to use the morning to help everyone who attends get to know each other and start to see each others' perspectives of the local food issue.

The venue booked is for 50-100 people, if we get more, we can squeeze in anything up to 200 (!?) and still be okay with fire and insurance. Realistically, we've distributed about 100 invites and had about 30 confirmations by phone. We think we've anticipated most of the logistics for the event: catering, signing in, name-labels, displays, running order, welcome, introductions and announcements.

I enclose copies of: Contacts list of everyone invited and the database response form : Application to Sheffield Health / City Council Joint Finance to cover the cost of the workshops, for which the deadline was Monday 1st Feb : and the letter we've sent to the T.E.C. asking for their assistance, which had all the documentation listed attached to it. We hope someone from the T.E.C. can attend the conference and grasp the potential of Food Futures. I tried to customise the project for each receiver, stressing health benefits to the Joint Finance and the training and economic potential to the T.E.C.

However, we have found the contribution of £ 10,000 the most difficult part of the project to convince people that this represents value for money. It feels like we are fund-raising for the Soil Association, which is okay by me, but not everyone is convinced. I think we will need a more detailed breakdown of S.A. expenditure to re-assure partners and fund-donors that this will be good value for money for Sheffield. Rachel suggested this could take the form of a service agreement, listing more precisely what the S.A. will deliver over the 18 months. As it stands, many people have commented that all the contribution is buying six workshops (which Sheffield is paying for anyway). You need to mention all the support services which will be accessible and convince partners and funders that this will contribute positively to the whole range of sectors involved. I hope you understand this as a constructive suggestion which may help in future negotiations with other areas.

Subsequent to my conversation with Paul last week, I also enclose a copy of a letter confirming that SOFI Trust has already raised funds specifically for Food Futures. We have made a commitment to develop and support the project for throughout 1999. Also, Rachel has said that she will be able to dedicate some of her time and the Council's resources when the project is confirmed.

Presuming that all goes well at the conference and the financial arrangements are satisfactory, I would like to propose a timetable for Food Futures in Sheffield: commencing in June, midsummer, which would give us time to develop the core group and arrange matched and other funding for development worker(s). It would also allow us to launch and publicise at harvest time. This would mean that the programme would run through to January 2001, covering two winters, when practitioners would be more likely to be able to spare time. Fingers crossed.

Yours Sincerely,

Richard Clare