

Individual Project Summary Report 2006/07

1. Project summary and information about the grant holder

Project title	Land, Life & Livelihoods Collaborative Marketing Group	AONB Proj. No:	SDF/067/50
Overall objectives of the project	Develop a collaborative marketing group with farmers in the Clun Forest. The project will liaise with existing interested partners and identify other interested organic producers to confirm whether there is an opportunity for such a scheme and interest in setting it up. Identify an appropriate constitution for such an initiative. Identify initial proposals for the operation of the scheme. Identify next actions.		
Start date	19/12/2006	End date	31/03/2007
SDF grant holder <i>(your organisation)</i>	Clun Forest Group		
Contact details <i>(your name, address, telephone and email)</i>	Joy Greenall, c/o Cath Landles, Shropshire Hills AONB Partnership. Tel (01588) 674084. Email: cath.landles@shropshire-cc.gov.uk		

2. Funding information

SDF funding received this year	£ 1,351.37	SDF funding received last year <i>(if any)</i>	£ 3,703.30
Total cost of the project this year	£1,958.50	Any special funding arrangements <i>(such as staged payments or financial conditions required by funders)</i>	No
Sources of other funding <i>(funding body or volunteer activity)</i>	Value of other funding where contributed in cash	Estimate of value (£ equivalent) where contributed in kind	
Volunteer time	£ 0	£ 607.13	

3. Achievements of the project

What were the specific objectives that you set for the project in the grant application form?	How well were the objectives met?	What issues affected the achievement of the objectives?
Hold meetings between farmers and retailers	Meetings held with 13 farmers and one retailer	The considerable time needed to nurture a working group of farmers. A key difficulty faced by livestock farmers is finding time for meetings.
Report produced including recommendations for development of collaborative marketing group	Report completed	Further discussions and development meetings are planned for April and August. An Action Plan will be drawn up at the next meeting, after lambing.

4. Lessons learned

What were the key lessons you learned during the project?	The amount of time needed to start, nurture and develop a working group of farmers who aren't used to working in a joined up way.
What would you do differently next time?	Options for the constitution of the group must be considered, professional and legal advice needed, and business plan required if the group wish to seek outside funding.
Do you have any further comments?	A good start has been made. The initial farmer discussion highlighted the need for collaboration and for some producers to possibly go beyond local sales. Any collaborative group would need funding, branding, quality assurance, fair return for producers, a marketing structure and local facilities and abattoirs. There is enthusiasm from the retailer for this initiative.