The Executive Committee & Board Meeting Minutes
Tuesday 4th June 2019
Room Machin - FDF, 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL

Present at meeting:

Chris Stemman	BCA Executive Director
Tracy Brown	BCA Secretariat
Ian Bryson	Finlay Beverages Ltd (Chair)
Kristine Breminer Isgren	Complete Coffee Ltd
Esme Knight	Costa
Austin Sugarman	Fine Foods International (Manufacturing) Ltd
Tom Blackwall	Finlay Beverages Ltd
Lindsay Wright	JDE
Julie Gallacher	Nespresso
Andrew Kerr	OCR Commodities
Chris Coates	Taylors of Harrogate
Krisztina Szalai	Taylors of Harrogate
Seb Stokes	SHED
Alice Cannell	SHED
Claudia Bolouri	SHED

1. Apologies for Absence

Mike Saltmarsh	AVA
Farzana Mehrban	Bewley's
Louise Whitaker	Bewley's
Brian White	B W Agencies Ltd
Angus Kerr	Coffee AG Ltd (A&CC Chair)
Nick Boxall	Complete Coffee Ltd (Technical Chair)
Victoria Moorhouse	Costa
Jenny Breadmore	Fine Foods International (Manufacturing) Ltd
Martin Andreasen	JDE
David Rogers	Lavazza
Howard Crosskey	Nestlé
Mike Watson	Tristao International

1. Competition Law Compliance

It was proposed that the meeting would run under the revised FDF competition law compliance rules previously distributed.

2. Minutes of Last Meeting

The minutes of the last Board meeting were accepted without comment.
Proposed by LW – Seconded by CC.

3. Matters Arising from Previous Minutes

No matters arising.

4. Communications Agency Update – SHED Communications

- **2019 Communications Programme Update**

- SS noted that at the last Board meeting it was approved that we bring on board Public Affairs (PA) consultant Matthew Orman, he was asked to assist with the Resources and Waste Consultations.
- It was a very short timeline, which resulted in a response to the consultation. It was the BCA's first project in UK PA work.
- SS noted that we would like to continue with Matthew as to the next steps and what could be driven out from the actions raised out of this consultation. If it is deemed worthy.
- LW noted that the response got to a reasonable place, the process was clunky, and too much time was spent consulting with other Associations, rather than the Members which she and JDE were disappointed about, and meant that where we got to was too narrow. With Chris leaving and where we are now, we should perhaps continue with Matthew but he needs to be managed in a better way moving forwards, and there are further opportunities in regard to this consultation, but we definitely missed an opportunity.
- Matthew currently reports directly into the BCA.
- SS noted that the BCA should ask Matthew to be very specific on his response. IB noted how long we will give him to respond, SS noted 2 weeks to receive recommendations, LW noted that she believed this was a reasonable time.
- CC asked who should be driving this forward. SS noted that CS and SHED will drive for a further proposal – but the BCA must define the budget and agree whether the proposal should be taken forwards.
- EK noted that perhaps we need him to be flexible, SS agreed we definitely don't want to have a retainer.

Executive Director Transition

- SS noted that key communications had gone out to members, and all relevant parties including those in governmental organisations.
- It has been noted that we will not have a spokesperson when CS departs. SS noted that there has been discussion around the possibility of having the Chair and Committee Chairs, if they are able, to also act as spokespeople.

Press Office

- Debunking the recycling myths blog is now live on the BCA website, LinkedIn and Twitter.
- 35 pieces of quality coverage secured to date. It was noted that the quality of coverage is the key driver, not necessarily the number, and that the quality has been very good for the BCA.
- AC noted that what we don't want with the imminent departure of the ED is to stop the good relationships that we have built up with the media, or for them to diminish.
- UK Coffee Week saw a number of unexpected pieces of coverage, as it was not as well publicised this year.

Trends to Watch

- A new Hugh Fearnley-Whittingstall series on household plastic waste will be aired next week (w/c 10th June) – we will monitor for any content and recommend any actions as a result.
- Coffee pricing and Latte levy continue to tick along in the media, however interest in the latte levy has decreased in the media significantly since the 2018 Autumn Budget.

Looking Ahead

- BCA Partnership (FOC) at the RWM Exhibition Conference 11-12 September 2019.
- BCA LinkedIn profile now up and running and Committee Chairs invited to link in.
- Brexit Working Group – to consider running a working group meeting with possibly involvement with Matthew Orman.

AS asked, what will now be happening with the Industry Event, SS noted that with the news of the retirement of the ED, the Communications Committee and Ian Bryson had agreed that without the figure head in place that it be delayed to later in the year, hopefully by then we will have a new ED in place. LW noted that perhaps it could also be worked around the Dinner Dance, as there will be a number of people who would be around for this who might like to attend, all thought that this was a good idea. SS noted that obviously we don't want to keep postponing this event and likely it will run before the end of the year, even if we utilise BCA Chairs.

5. BCA Chair Candidate Presentation – Thomas Blackwall - Finlays

Thomas (Tom) Blackwall introduced himself to the Board Members of the BCA, he then went on to present his vision for the BCA over the next 5 years.

- Tom joined Finlays in June 2006.
- 2006 -2010 Assistant Coffee Buyer
- 2010 – 2012 Coffee Buyer
- 2012 – 2017 Coffee Development Manager
- 2017 to Today Global Head of Coffee

Tom also has some input into other coffee associations especially within the US.

Tom sits on the BCA Arbitration Panel as an Arbitrator; he is HACCP trained and a Social System Auditor.

Tom noted that his aim would be to increase the collaboration between the companies within the Association and to drive potential new members.

Tom went onto to discuss how the different committees feed into each other, and how we drive further activities out through these.

Consumer Trends

- Health & Wellness
- Premiumisation
- Experimentation
- Sustainability

Shaping the Future our Industry – Priorities for the BCA

- Member Recruitment
- There are over 400 coffee roasters in the UK (although some are very small)
- Currently only 16 members
- Only 2 of the major coffee shop chains

How do we ensure the BCA is relevant and accessible to all industry participants?
Managed by Member Services

Staying ahead of Technical & Regulatory changes

- Coffee will always come under the spotlight
- Keep ahead of the curve on issues such as product authenticity etc.
- Continue to share learnings and best practice
- Industry toolboxes for members

How do we demonstrate our industry works together to tackle issues? What resources are available to members?
Managed by Technical & Regulatory Group

Sustainability Strategy

- UK consumers are strong supporters of sustainable agriculture
- According to the ICO the UK pays the highest globally per kg or coffee
- Recognition that sustainability permeates through all facets of the supply chain

How do we align on sustainable priorities as an industry? How do we disseminate this?
Managed by Sustainability Committee

Members Forums & Education

- Increase opportunities for members to learn within industry defined topics
- Members, especially small companies, can learn from larger, more resourced organisations
- Forums to give members opportunity to talk to each other

How do we identify learning tools to ensure they are relevant to all members?
Managed by Member Services

Next Generation Leadership

- Help to create the future leaders of the British Coffee industry
- To stay relevant
- Help shape the future of the BCA
- Encourage career development

Can we learn from other associations? Increased participation should encourage more members. **Managed by Member Services.**

LW noted that we have struggled to drive membership to the Association, mostly because we are time limited, including that of the current ED and those on Member Services Committee. How does TBlack sees more focus given into this area, and would he have the time to assist with this? TBlack noted using the excellent materials that we have already, including the website, as well as the development of toolboxes that can be given to Members, those outside the BCA do not receive, thus an incentive to join the Association.

AS noted, that he felt new member recruitment should not just sit with the Chair and Members Services but also with the ED. LW agreed, but the Committees also need to arm the ED so they have something utilise when approaching prospective members.

AS stated, that at the previous Board meeting Angus Kerr raised that perhaps there could be some sort of recruitment fee, incentive for membership generation, all thought this was definitely something for consideration.

CC noted that this is where the review with Guy Corbet would be beneficial, definitely resetting where we are, to allow us to plan where we go in the future.

AK noted that he currently runs his own recruitment company, he would be happy to sit on a Membership Recruitment Committee to help drive things, including fostering an engagement with NextGen.

EK asked TBlack what his appetite around Public Affairs is with our recent foray with the Waste and Recycling consultations. EK noted that if we are looking for some big wins with possible members, such as Starbucks, could we have a PA proposition in place to take this burden off of a number of members.

SS noted how would TBlack feel about conducting media interviews, TBlack noted that he would have to liaise with Finlays, IB added it would depend on what the subject matter would be at that time.

Action: TBlack and IB to confirm Finlays policy, as to whether TBlack could act as a spokesperson and in what topic areas

It was noted that the future Chair, Vice Chair and Executive Director would all undertake media training through SHED. SS was asked to prepare a costing for this additional training as outside of our current Comms budget.

Action: SS – once new ED has been appointed.

At this point Tom was asked to leave the room.

AS asked IB how much time that TBlack would be able to devote to the role, IB noted that he wants to do the role and keen to do the role, he will therefore make the time.

KBI noted that it is important that we also have a Vice Chair, to be in support of the Chair so the burden can be spread. All present agreed.

IB asked those present if they would be happy to support his application. The vote was carried and Tom Blackwall will be the next Chair of the Association.

Tom was invited back into the room. All welcomed Tom to his new role.

IB noted post meeting that Andrew Kerr expressed his interest to stand at Vice Chair of the Association. IB subsequently contacted a number of Board Members to seek their approval, all approved, and Andrew was therefore welcomed to the role.

6. BCA Executive Director Recruitment - Ian Bryson

IB gave a brief update on the current situation in regard to the ED recruitment process, and how things were moving along with the imminent retirement of CS at the end of the month. A number of the Board Members had met a few weeks ago, and it was agreed that Guy Corbet, who was the consultant previously for the strategy review a few years ago should be re-engaged. Guy has had a number of calls with people of the last couple of weeks and IB hope to a response back from him by next week.

IB noted that there was a concern around the Technical Expertise that Chris has, and a new ED who may be recruited may not have the same skillset, and how we can liaise/utilise with the Technical Committee moving forward.

IB noted that 2 applications had been received already, these will remain confidential at this time.

IB added that he is comfortable where things are, but we need to gather some pace.

7. BCA Management Accounts to Date 31/03/19

CS noted that the accounts had been distributed.

TB noted that she has asked the FDF for updated management accounts to show the 2019 budget, this has not been sent through at this time, even though these had been requested twice already.

Action: TB

It was stated that the amount owed by the Late Dr Euan Paul's Estate had never been factored into the accounts. This would be an additional surplus should the BCA ever receive.

It was noted that we are pursuing a standstill agreement with the Executors solicitor in regard to these outstanding funds.

A question was asked about the current situation in regard to Corporation Tax, it was confirmed that we could still be at risk of corporation tax for 2014 and 2015, even though HMRC had previously confirmed that we were exempt from this. The FDF are keeping a watching brief on this as we are not the only Association that this will impact.

IB asked for the accounts to be approved.
Proposed AS Seconded LW.

8. BCA 2019 Working Budget

A discussion was had around a possible Public Affairs Budget for Brexit with the departure of the ED, it was felt that currently we did not want to have a retainer with Matthew Orman of Harcourt, but should the situation change we could enlist his assistance. LW suggested that perhaps we see what the proposal from Matthew Orman of Harcourt is, related budget and how this could be called off.

AS suggested that a committee be set-up to assist the Secretariat in regard to queries that may come in, a 'Brexit Steering Committee'. LW noted that we should submit to the Secretariat asap, contact names for each companies Brexit expert.

Action: ALL

CC noted that he felt this feels 'a bit loose', with everything that is going on.

9. BCA Liabilities

CS noted that we have had prepared a liabilities document, as used to be previously done by the ED, especially as he looks to retire at the end of the month.

10. Member Services

- **Educational Seminar 2019 Accounts**

- TB apologised that we had not been able to provide the final accounts as there were still some outstanding invoices. TB however did confirm that the Educational Seminar was at a breakeven point.
- Overall very good feedback received, from a much-changed programme.
- The speakers pretty much kept to time each day, with greatly assists with the flow.
- The educational training visit to Ozone seemed to go well on the Wednesday evening.
- All comments will be taken on board and fed through to future courses.

The Board to agree when the next Educational Seminar should take place.

Action: ALL

- **Golf Day 2019**

TB confirmed that we had struggled to get a venue for the 5th July, and with everything else that had been happening recently it was decided to move to Friday 20th September 2019, venue confirmed as The Hertfordshire. TB to circulate out details asap.

Action: TB

- **Dinner Dance 2019**

TB noted that following the update to those Members who had booked a table(s) this year, the decision was made to continue with the booking at The Dorchester for 2019, and that a new venue to be secured for 2020, likely The Ballroom at The Grosvenor House Hotel. Currently we only have 1 table available, but not an issue if not sold as this will create more space within the venue. The Sound & Lighting Company, Cabaret and The Sensation Band have already been confirmed. The BCA would still like some more sponsors for the event, if anyone is interested please contact the Secretariat asap, the Secretariat will start working on the layout of the Invitation and Menu with SHED in the next few weeks.

- **Networking/Industry Event 2019**

This was covered under the Communications Programme Update.

11. Technical & Regulatory Committee (see TRC Minutes / Priority Issues for full update)

- **Technical & Regulatory Priorities**

CS noted that the Technical & Regulatory Committee meeting will be held next week.

CC noted that we will have the HSE presenting to the Technical Committee next week. CC noted that we do need to find a way through to work together with HSE. CS noted that need to hear what they have to say.

CS noted that for Acrylamide true legal maximums are now being considered for baby and infant foods.

CS noted that there are continuing issues with Furan and Glysophate.

CS added that he is hoping to get a meeting with Nick Boxall in regard to how we may share the load of the Technical Committee Chair, as the technical workload has not diminished.

12. Sustainability Committee

KZ noted that the main focus for the meeting this afternoon will be the key issues heat map. From when this was originally produced things have really changed. KZ added that with the previous Sustainability Committee meetings and also with feedback from the presentation given at the Educational Seminar, we have been able to drive out what the next priorities are, and now need to agree what the position for the BCA should be.

13. Trade and Logistics Committee

MW was note able to attend the meeting today and sent his apologies.

CS noted that there continues to be issues with warehousing and movement of goods out of the docks. The next T&L meeting is scheduled for 9th July.

14. Brexit Working Group
The Government announced a delay to the Withdrawal Bill until the 31st October. Since then the PM has announced her resignation and started the process to find a new tory leader. With the limited amount of Parliamentary time likely to be available between now and the October deadline most pundits are suggesting that a further delay to the UK departure from the EU is inevitable. The results of the EU elections will be playing heavily on the minds of those that would wish to put a meaningful vote in front of Parliament. Whilst the political fun fair has been running Defra have continued to develop their thoughts on no deal impacts and the BCA have been involved in generating trade statistics around non-EU trade to help inform the process of developing new trade agreements.

The departure of CS will leave a communications gap on this important topic with members and it has been proposed that the BCA consider using Public Affairs Consultant, Matthew Orman, to keep members informed when there are relevant developments for the coffee industry concerning our EU exit.

15. Arbitration & Contracts Committee
TB noted apologies from Angus Kerr who was unable to attend the meeting today.

The previous year Arbitrations had been very but, but this year has seen a steady increase in new applications.

AOB
AK noted that NextGen asked if they could have some affiliation with the London Coffee Dinner, or in an Educational capacity.

Action: TB to speak with AK

LW noted that that she will be leaving JDE at the end of July, and therefore formally resigns from this and all other Committees that she sits on.

LW noted that Martin Andreasen will cover the Executive Committee and Board Meetings, with Toby Bevans covering Sustainability, LW's replacement, when appointed, will cover the Communications Committee meetings.

All wished LW all the very best, and thanked her for her substantial contribution to all the Committees on which she sat.

AS stated, that he felt November was a long way out for the next Board Meeting, perhaps we need to have one in September.

Action: TB

16. Dates of the next 2019 Board meetings:

- **Wednesday 6th November 2019 – BCA Board Meetings – 11.00a.m.-3.00p.m.** - FDF, 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL – Room Machin