

## **Minutes for the Landwise meeting 22/08/19**

Present – Miranda, John, Jeannie, Dom, Dilly, Fran, Catrina, Anita, Dave

### **Updates:**

#### The Convent:

Jeannie, Dave and Dilly visited the site and measured it and drew up a base plan. They met one of the owners who was positive and interested in finding a way to help vulnerable young people.

There is potential to use the site for training days, land based outdoor projects, and as a shop front for Landwise. There are plans for a community café which could have links with the garden.

Next stage – draft proposal.

#### Corporate Structure:

It has been agreed that Landwise will be a Community Benefit Society, this is because there is limited liability, it is judged as a charity (for tax purposes) but can make money and it's simple to register. There will need to be at least one director, who can be paid, and a treasurer.

Dave is going to fill out the criteria then meet with the Landwise Structure Group and confirm.

#### Land:

Fran has looked into the Stroud Strategic Assessment land availability which identifies some land that might be available for community use. It was agreed this should be looked at in more detail by the group.

Jeannie talked about having an interactive map showing where available land was.

#### Event:

Catrina suggested we get in touch with the Stroud Carbon Neutral Officer once they have been appointed.

The basic plan for the event is to start in the afternoon, invite people/groups to prepare a short introductory paragraph about themselves, break into small groups to discuss direction going forward.

Aiming for 20<sup>th</sup> or 27<sup>th</sup> October.

#### Applewood:

Catrina has met with some residents and has a plan for a small pilot scheme.

**Earth Protector Town:** Anita gave us a brief introduction to Ecocides ambition for Stroud to be the first 'Earth Protector Town'. The council is very supportive, though legally cannot act 'As If' Ecocide was a law. Kate Montgomery has been delegated by the Mayor and is now part of the core team.

### **Branding:**

Dave told us about the importance of branding, that it helps people to make an emotional bond to, and to recognise when things have been generated by, the group. Good branding helps the members of the group know what we are for – purpose, audience, what we want to achieve, who we are trying to work with. 'What reputation would we like to have?'

Dom expressed a concern that we don't want to appear too 'corporate', and this was discussed.

John raised a question about the name 'Landwise', and this was discussed, especially the need to be associated with the Stroud area.

Jeannie read out the 'vision, aims and ethos'. And we listed the people who we think we would potentially like to support/ influence/ connect with.

**Next week:**

**Decide venue for event.**

**Work on a strap line.**

**Continue looking at Branding – please bring examples which you think are good.**