

Dunbar Community Bakery: Minutes of Ordinary General Meeting 26 November 2015

- 1 **In Attendance** (20): Colin Barnes, Tresa Barnes, Brian Cox, Mary Darrah, Julia Dorin, Derek Edmunds, Laurelle Edmunds, Isobel Knox, Anne Lyall, Allan McEwan, Duncan McKinnell, Sue Nuttgens, Philip Revell, Chris Taylor, Steve Tossell, David Williamson, Erica Wimbush, Elisabeth Wilson (*and two others whose names were not recorded*).
- 2 **Apologies** (12): Jan Adams, Jo Arnott, Janet Barnes, Alison Cosgrove, Kate Darrah, David Eyre, Ruth Frost, Phil Lucas, Liz McLean, Ute Penny, Winifred Sillitto, Alison Tossell.
- 3 **Welcome**: Interim Chair Mary Darrah welcomed shareholders to the OGM, and expressed her thanks to the members of the Management Committee and to the volunteers for their hard work.
- 4 **Financial Update**: Treasurer Duncan McKinnell gave an overview of the Bakery's finances. The position is better than a year ago or as presented to the AGM in May, and there has been no further call on shareholder loans. The summer 6 day opening improved trading figures, and the business has been moderately successful with wholesale deliveries. That said, the Bakery has been working with a skeleton staff now for over two months, and there are some difficult trading months ahead though some reserves have been built up to hopefully see the business through to the spring. Duncan also made reference to the costs incurred in replacing a freezer, and following a break-in to the premises. He concluded by saying that the target for the business is to increase shop turnover in 2016 by 50% and to double wholesale business.
- 5 **Business Plan**: Chris Taylor gave an overview of progress in finalising this key document, and circulated copies of a summary of the business plan prior to asking Committee members to expand on particular sections. As an analogy, Chris likened the Bakery to a ship, saying that while the Committee are busy firefighting with operational matters much of the time, a business plan is needed to make sure the ship continues to head in the right direction. Minor improvements to the plan's text were suggested, first to give more emphasis to local supply chains, and second to developing as well as employing local people. The OGM then gave its general approval and specifically for the plan's Mission Statement.
- 6 Regarding equipment and premises, Derek Edmunds updated shareholders of some of the practical matters that were being addressed. These include having an engineer repair the essential bread slicer, as well as ongoing repainting.
- 7 Regarding staffing, David Williamson explained the difficulties being experienced in trying to recruit bakers, especially those with artisan bread-making skills. He expressed appreciation for the work of the current staff in difficult circumstances.
- 8 Regarding marketing, Erica Wimbush referred to the new Bakery logo which had been developed by shareholder Claire Bewsey, and

- which was on display at the meeting. It is intended to roll this out in the shop and on promotions.
- 9 Regarding networking, Erica Wimbush gave the background to Breadshare in Portobello which is also a social enterprise but which specialises in organic breads. She told shareholders that the Committee had decided to test the demand in Dunbar for organic products for a trial period by signing up to offer Breadshare breads alongside the Bakery's artisan bread range. This received general approval from the meeting.
 - 10 Regarding the recent survey by David Eyre on behalf of the Bakery, Erica Wimbush expanded on the findings. There had been over 100 responses, two-thirds of which were from shareholders and the remainder from the public in Dunbar. The results were generally positive about most aspects of the business, especially the artisan breads. A recurrent theme however was that the Bakery's products were felt to be expensive, and there had been specific and widespread support among respondents for the introduction/development of a range of cheaper cake products, eg doughnuts, iced cupcakes etc in order to address this perception.
 - 11 **Questions and Answers:** During discussion, shareholders asked a number of questions and made a number of suggestions. It was felt that more information should be provided in the shop regarding the types of bread, what's in each bread, and why artisan breads are good for you. Better communication with shareholders was urged, and those present liked the idea of receiving a regular newsletter. The Bakery should be promoted among the new housing areas south of the railway, including by leaflets. Support was expressed for brightening up the frontage of the Bakery in order to make more of an impact on the High Street.
 - 12 **AOCB:** Secretary David Williamson asked that the Committee revisit the Bakery's Constitution regarding the holding of meetings and the quorum needed, with a view to any minor adjustments being put to the 2016 AGM.