

## STRATEGY OF THE AWARDS COUNCIL OF THE WORSHIPFUL COMPANY OF FRUITERERS 2018-2021

### 1. Introduction

Key objectives of the Worshipful Company of Fruiterers are:

- To promote excellence across all sectors of the fruit industry;
- To support education and research within the fruit industry.

Similarly, the Constitution of the Fruiterers Foundation states that the Foundation objects are:

- To advance education in agriculture and fruit culture.

Consideration of initiatives to meet these objectives is delegated to the Fruiterers Awards Council, which makes recommendations to the Court for approval by the Trustees of the Fruiterers Foundation.

To achieve maximum impact from a limited and historically static allocation of funds the Council strategy is focused primarily on education.

### 2. Programme

The strategy for education comprises four initiatives:

- Promoting careers and opportunities in the industry at all levels;
- Supporting training for new entrants and junior managers;
- Supporting young researchers;
- Supporting Nuffield scholars.

#### ***1. Promoting careers in the industry***

The Company seeks to work with suitable partners and technologies to engage in promotional activity to encourage young people at secondary, tertiary and post-graduate educational levels to consider careers in the industry.

#### ***2. Supporting training for new entrants and junior managers***

The Company seeks to work with suitable organisations to deliver appropriate training for new entrants and junior managers to encourage their commitment to the industry and develop their careers.

#### ***3. Supporting young researchers***

The Company seeks to work with suitable partners to support post-graduate and newly post-doctorate researchers early in their careers through support for their R&D projects and related overseas travel.

#### **4. *Supporting Nuffield scholars***

The Company supports Nuffield scholars as and when appropriate and suitable funds are available.

### **3. Awards**

The Council makes recommendations to the Court to present awards recognising excellence across all sectors of the fruit industry:

- The Ridley Medal;
- The Lewis Award;
- The Matthew Mack Award;
- The Fruit Culture Award;
- The Fruiterers' Management Award;
- The Fruiterers' Craftsman's Award;
- The Fruiterers' Under 30 Award;
- An additional Special Merit Award (or similar) as independent funding allows.

### **4. Communication**

The Council will encourage and help the Company to make greater use of modern communications technology such as the revamped website and social media platforms to further the aims and profile of the Company and Council.

### **5. Funding**

Council will encourage and support the Company in any initiatives to increase the level of funding available, most likely through partnerships with other organisations. More funds will allow increased support for the initiatives and hence greater impact and improved results.

Allowing the Council to carry over any unspent funds in the Council budget annually, where appropriate, will provide greater flexibility.

### **6. Review**

The strategy will be reviewed annually to ensure that it is meeting the objects and should be re-focused as circumstances change and funding allows.