

UNIVERSITY OF TEESSIDE
SCHOOL OF SOCIAL SCIENCES AND LAW

NOTES ON DISCUSSION OF CACTUS / BRAIN BIO DEVELOPMENTS

10th July 2007

Present:

Tony Chapman
Dave Woodhouse
Liz Barnes
Jan Norman

The purpose of the meeting was to discuss progress in the development of Cactus Clinic and its relationship with Brain Bio Centre.

News:

- It was noted that Cactus had been successful in its EDF marketing research application.
- It was noted that Patrick Holford had put in the paperwork to apply for a professorship at Teesside – Tony agreed to check with Barry Doyle if this was being processed
- It was also noted that a bursary had been awarded by 'Food for the Brain' for a part time PhD student for three years. The student will register at Teesside. Dave will be the director of studies and will be joined by an external supervisor, with Patrick as advisor. The value is £12,500. Tony asked if there were any additional research or travel costs and Dave said that there were none. *(N.B. Dave, will there be any expectation of payment for the external second supervisor and who will meet these costs if applicable?)*

The relationship between Cactus and BBC

Dave said that further discussions had taken place with Patrick Holford about the relationship between the clinics but said that nothing concrete had been agreed at this stage. Tony asked Dave to work towards a written agreement on their relationship so that everyone is clear about who is doing what, and to achieve clarity on the boundaries on each other's expectations and responsibilities.

Business Plan

Tony said that he was concerned that he had not seen anything on paper yet on the development of a business plan after several meetings. He pointed out that it was ultimately Dave's responsibility to complete the business plan with

support from Judith and that constituted a key part of his leadership role in the development of Cactus.

Dave asked for some clarification on the output of the last meeting, held on 1st May. Here are some bullet points on the discussion and action plan agreed at that meeting:

- That there needs to be a written agreement between Cactus and BBC on their relationship based on the discussions held to date. It was emphasised that BBC would focus on nutritional work (and have professional indemnity for this work) and that Cactus would focus on behavioural aspects. It was stressed that clear agreements need to be made on 'referrals' between the two areas of activity and that a common pricing structure must be established.
- We agreed that costs need to be determined for the work of BBC/Cactus which incorporated all staff costs and other costs – and that these needed to be factored into the pricing schedule for the work to be done. It was agreed that price of the service needed to be determined in relation to the capacity of Cactus to deliver work.
- We agreed that Cactus needed to show what its client base had been over the last two years in precise terms in order to help estimate future demand for the service.
- It was agreed that a submission should be made to EDF to increase that demand through marketing work undertaken by Amanda.
- We agreed that the business plan had to be based on realistic assessments of the market, and not on the basis of possible long-term changes in the funding environment (in other words that we could not bank on NHS funding the work in the near or middle distance).
- We agreed that training courses or research grants may follow as the clinic becomes more successful but that these should not be seen as integral to the business plan.

At today's meeting Tony was keen to stress the need to clarify the situation about Amanda's work on the project as she is now being funded from different sources (URF and EDF). He stressed the importance of defining clearly what work needed to be done, and to ensure that money was not being vired between different pots.

Dave said that progress was being made by Amanda (working with Judith Brown) on the business plan – but was not clear about how far they had got. While he understood that Dave is under time pressure with other activities, Tony emphasised the importance of Dave leading the process and being fully responsible for all aspects of the work – although Judith and Amanda can be expected to give him support in this.

We agreed the following action points at the end of the meeting:

- That Dave will complete an action plan in the next few weeks.
- That another meeting would be scheduled with Dave, Amanda, Tony and Judith to agree the business plan.

- That Dave would produce a clear job specification for Amanda in her EDF work and would ensure that this fund is not used to cross subsidise non EDF activity. In so doing, a timetable of work will be created to market the service in line with the business plan.
- That Dave would explore other possible routes to funding the service through social services and will speak to Wade Tovey to look at possibilities.

Tony will ask Layla to sort out another meeting in about six weeks time to look at the completed business plan.

