



(HCC 1054)

**Minute of Item 3 of the agenda of an update meeting
of the Directors of Hybu Cig Cymru (HCC) held at 9.30am via Microsoft Teams on
Thursday 3 February 2022**

Present: Cath Smith (Chair)
Melody Chapman, John T Davies, Jack Evershed, Rachael Madeley
Davies, Prys Morgan, Emlyn Roberts and Claire Williams

**Executive
in attendance:** Gwyn Howells (Chief Executive Officer - CEO)
Julie Davies-Jones (Secretariat)
Kirsten Hughes, Red Meat Executive
Rhys Llywelyn (Market Development Manager)
Bryan Regan (Corporate Services Manager)
Owen Roberts (Communications Manager)

Apologies: Gareth Wynn Davies, Huw Davies and Rhys Davies.

**3. Formal part of update meeting – Proposed changes to HCC’s 2021 / 2022
Operational Plan KPIs (Attachment 1)**

The above was taken as read and summarized by the Red Meat Executive.

At the 13 January 2022 meeting, the Board received a 9-month review of HCC’s performance against targets, where it was noted that some gains had been made in delivery since the 6-month review. However, a number of the KPIs were still highlighted as unlikely to be achieved in the 2021 / 2022 financial year.

The Board agreed that the KPIs within the 2021 / 2022 Operational Plan should be amended to reflect the environment within which the industry was currently operating. The Board requested that the KPIs identified as unlikely to be achieved in the 2021 / 2022 financial year, which were outside the direct control of HCC, should be amended to be realistic but still challenging.

The Market Development Manager, Communications Manager and Red Meat Executive summarized on respective areas and the rationale for the proposed changes:

- The KPIs relating to export sales were identified as unlikely to be achieved in the 2021 / 2022 financial year as red meat exports have been significantly affected by tight supply and strong domestic demand.
- Some of the KPIs relating to social media engagement were identified as unlikely to be achieved in the 2021 / 2022 financial year. It was noted that the baseline year (2020 / 2021) was an extraordinary year in terms of social

media engagement and achieving equivalent engagement in 2021 / 2022 would be challenging.

- The KPI relating to PGI scheme membership was identified as unlikely to be achieved in the 2021 / 2022 financial year. It was noted that a combination of site closures and a tightening of the PGI scheme accreditation process was affecting membership numbers.

Following discussion, the Board agreed to the proposed changes to the KPIs highlighted in pages 2 and 3 of the document Attachment 1.

Next steps: The changes would be forwarded to Welsh Government for Ministerial approval.

Signed.....
Chair of HCC