



Minutes of a meeting of the Directors of Hybu Cig Cymru (HCC) held at 10am at Tŷ Rheidol, Aberystwyth on Thursday 7 September 2023

- Present:** Cath Smith (Chair)
Gareth Wynn Davies, Rhys Davies (via Teams), Jack Evershed, Hugh Hesketh-Evans, Mike Humphreys, Prys Morgan, Emlyn Roberts, Vicki Spencer-Francis
- By Invitation:** Maria Richards, Welsh Government (via Teams)
- Executive in attendance:** Julie Davies-Jones (Secretariat)
Rachael Madeley-Davies (Head of Sustainability & Future Policy)
Laura Pickup (Head of Strategic Marketing & Connections)
Bryan Regan (Head of Finance & Corporate Governance)

1. **Welcome and Chair's Comments**

The Chair welcomed all to the Board meeting.

During the period, the Chair had represented HCC at a number of events and meetings at the Royal Welsh Show.

The Chair formally thanked the Board Members who had represented HCC at the following:

- 16 – 17 August Pembrokeshire Show - John T Davies
- 17 August Flint and Denbigh Show – Rhys Davies
- 23 August – Sioe Sir Meirion – Emlyn Roberts.

2. **Apologies for absence**

Apologies noted from Board Members John T Davies (joined the meeting for Item 11), Caroline Sanger-Davies and Gwyn Howells, CEO who remained on sick leave.

In the absence of the CEO, it was noted that the Head of Finance and Corporate Governance continued in the role of acting Accounting Officer.

3. **Declarations of Interest**

There were no new Declarations of Interest declared.

4. **To approve the minutes of the Board meeting held on Thursday 6 July 2023 (HCC 1147)**

The minutes of the above meeting were taken as read, approved by the Board and signed by the Chair.

5. **Matters arising**

Year End Review of the HCC Operational Plan 2022 / 2023

It was noted that two data sets had been received which needed to be followed up and the Board notified once completed.

Ongoing action: Head of Sustainability and Future Policy

New Chief Veterinary Officer (CVO) for Wales, Dr Richard Irvine – Introduction to the Board

It was noted that that Dr Irvine would likely be available for the Board meeting scheduled for the 11 January 2024. However, this had not formally been confirmed. The Secretariat would follow this up with the CVO's office.

Action: Secretariat

Levy

The Head of Sustainability and Future Policy confirmed that there was no action in relation to presenting a procedural paper to the Board on the Levy increase mechanism. The Board would have sight of November 2023 inflationary figures at the 11 January 2024 Board meeting which would contribute towards deliberations when considering the Levy rates for 2024 / 2025.

Action: Head of Sustainability and Future Policy

6. **HCC Reports**

a. Delivery report (HCC 1148)

The above was taken as read with key HCC activities highlighted by the Senior Leadership Team.

- Work was in progress with the PGI Welsh Beef Campaign and the Board would be given an update at the Board Teams meeting on the 5 October 2023.

Action: Head of Strategic Marketing and Connections

- It was agreed to brief the Board on HCC's Advocacy and Defense work at the 8 November 2023 meeting.

Action: Head of Strategic Marketing and Connections

- The results summary from the Welsh Lamb Meat Quality Project (Red Meat Development Programme - RMDP) had been published and was available in printed booklet format and electronically. The summary would be placed on Sharepoint for the Board's information.

Action: Secretariat

b. *Financial – Income and Expenditure and Balance Sheet to 30 June 2023 (HCC 1149)*

The above was taken as read and summarised by the Head of Finance and Corporate Governance.

The Board noted the current financial situation.

HCC – HMRC VAT Status

The Head of Finance and Corporate Governance updated the Board on the above.

- The Board was reminded that HCC could lose its VAT status from 1 April 2024. This was a concerning matter and would have an impact on HCC's activities going forward. The matter would need to be incorporated into discussions on the 8 November 2023.
- It was agreed to provide an update to officials at the next Welsh Government / HCC Governance meeting on the 20 September 2023.

Action: Head of Finance and Corporate Governance

c. *Market Bulletin Summary (HCC 1150)*

The above was taken as read.

The Market Bulletin was shared with stakeholders across the supply chain and was valued by the industry.

d. *Forthcoming events including outline plans for the HCC Conference on Thursday 9 November 2023 (HCC 1151)*

The above was taken as read.

Planning was in hand by the Executive for a very busy period in terms of events up to the Winter Fair.

The Head of Strategic and Marketing Connections tabled a paper and summarised on outline plans for HCC's Annual Conference to be held on the 9 November 2023.

The Board agreed with the initial outline proposals and further information would be provided by the Executive at the Board Teams update on the 5 October 2023.

Action: Strategic Marketing and Connections

e. *Debrief on HCC's presence at the Royal Welsh Show 24 – 27 July 2023*

This was the first year that HCC had a combined stand in terms of consumer and farming / stakeholder presence.

The Board was invited to forward any further feedback to the Head of Marketing and Connections.

The Board thanked all staff for their support and hard work pre, during and post the show.

- f. To receive an update on the Membership of the HCC Sustainable and Innovation and Research Group

The Head of Sustainability and Future Policy informed that work was in progress in relation to the membership for the above.

Maria Richards, Welsh Government departed the meeting.

7. **Annual Report and Financial Statements for 2022 / 2023**

- a. To receive a summary of key points of the Financial Statements 2022 / 2023 (HCC 1152)
b. To receive and approve the Annual Report and Financial Statements for 2022 / 2023 (HCC 1153)

The Head of Finance and Corporate Services informed that the Audit Wales report, subject to approval by the Audit and Risk Committee, would be considered by the Board at the 8 November 2023 meeting.

8. **Paper for information: Eco Labelling (HCC1154)**

The above was taken as read.

9. **Any other business**

There was no other business raised.

10. **Dates of forthcoming meetings**

Board Teams update - Thursday 5 October 2023 at 9.30am
HCC Board meeting – Wednesday 8 2023 – time TBC

HCC CLOSED BOARD SESSION FOLLOWED

Signed.....
Chair of HCC