



Llywodraeth Cymru  
Welsh Government

**Information pack for applicants**

**Hybu Cig Cymru- Meat Promotion  
Wales (HCC) Board**

**Appointment of Board Member  
(Welsh Essential)**

**Closing date: 05 January 2020**



**The Commissioner for  
Public Appointments**

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## **Making an application**

Thank you for your interest in the appointment of Board Members to Hybu Cig Cymru-meat Promotion Wales (HCC). The attached Annexes provide details on the role of Board Members and the person specification, the role and responsibilities of HCC and the selection process.

To make an application please visit the Welsh Government public appointment website here <https://cymru-wales.tal.net/vx/lang-en-GB/mobile-0/appcentre-3/brand-2/candidate/jobboard/vacancy/7/adv/>.

To apply for this role, click on the Board Member vacancy and click on 'Apply' at the bottom left hand corner.

The first time you apply for a post, you will need to complete a registration form for the Welsh Government's online application system. You will only need to register once, and you will be able to keep yourself updated on the progress of your application, and any other applications you make, via your registered account.

Once you've registered, you'll be able to access the application form. To apply you will need to upload a personal statement and CV to the 'Reasons for applying' section of the online application form.

### **Personal Statement**

The personal statement is your opportunity to demonstrate how you meet each of the criteria set out in the person specification. How you choose to present the information is up to you. However, you should aim to provide detailed examples that demonstrate how your knowledge and experience matches each of the criteria, and which describe what your role was in achieving a specific result. It will also benefit the selection panel if you can be clear which particular evidence you provide relates to which criteria. Providing separate paragraphs in relation to each criterion is common practice.

**Please limit your personal statement to two pages. Your application may be rejected if you exceed this limit.**

### **CV**

Please ensure your CV includes brief details of your current or most recent post and the dates you occupied this role. Please identify any past or present Ministerial appointments.

### **Indicative timetable**

Closing date:	05 January 2020
Shortlisting:	02 February 2019
Interviews:	17/18 February 2020
Appointment:	01 April 2020

Please note, those invited to interview will need to be available for the following dates: 17/18 February 2020.

### **Diversity Statement**

The Welsh Government believes that public bodies should have board members who reflect Welsh society - people from all walks of life - to help them understand people's needs and make better decisions. This is why the Welsh Government is encouraging a wide and diverse range of individuals to apply for appointments to public bodies. Applications are particularly welcome from all under-represented groups including women, people under 30 years of age, black, Asian and minority ethnic people, disabled people, lesbian, gay, bisexual and transgender people.

### **Guaranteed Interview Scheme - Positive about Disability**

The Welsh Government operates a Positive about Disabled People scheme and welcome applications from people with disabilities. The scheme guarantees an interview to disabled people if they meet the minimum criteria for the post. The application form also enables you to detail any specific needs or equipment that you may need if invited to attend an interview.

### **Contacts:**

For further information regarding the selection process, please contact:

The Corporate Shared Service Centre  
Tel: 03000 255454  
Email: [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

For further information regarding the role of Hybu Cig Cymru and the role of board members, please contact:

Maria Richards  
Tel: 03000 255002  
Email: [Maria.Richards@gov.wales](mailto:Maria.Richards@gov.wales)

If you need any further assistance in applying for this role, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

For further information about Public Appointments in Wales, please visit [www.gov.wales/publicappointments](http://www.gov.wales/publicappointments)

## INFORMATION FOR APPLICANTS

### The Role and Responsibilities of Hybu Cig Cymru (HCC)

Hybu Cig Cymru – Meat Promotion Wales (HCC) is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat.

HCC is funded largely from Welsh Red Meat Levy, a charge payable by farmers and processors/ exporters on every cow, sheep and pig that is slaughtered in Wales, which helps to market the brands and develop the supply chain collaboratively.

HCC was founded in 2003 by Welsh Government. On 01 April 2007 HCC was established as a body wholly owned by Welsh Ministers.

The focus for delivery is through two operational departments (Market Development and Industry Development) and these are supported by the Communications, Corporate Strategy and Policy, and Corporate Services departments.

- Market Development - aims to increase returns to the Welsh red meat industry by maximising the sales value of Welsh red meat.
- Industry Development - works within the red meat industry in Wales to improve quality and increase cost effectiveness in a sustainable way.
- Communications - ensures that information regarding developments relating to Welsh red meat as well as the full range of HCC's activities are made known to stakeholders and consumers.
- Corporate Strategy and Policy - works to develop and implement strategies and inform decisions regarding the Welsh red meat industry.
- Corporate Services - supports the operational delivery of the business and controls the resources required.

HCC operates at one registered office; Hybu Cig Cymru – Meat Promotion Wales, Tŷ Rheidol, Parc Merlin, Aberystwyth SY23 3FF.

HCC are active in developing many important markets at home and abroad, developing and strengthening business opportunities for Welsh red meat exporters. Work is regularly undertaken with retailers and foodservice operators, commissioning regular promotional programmes for Protected Geographical Indication (PGI) Welsh Lamb and PGI Welsh Beef. HCC are at the forefront of development within in the industry; undertaking research and development, sharing information and supporting training relevant to each part of the supply chain. This ensures the Welsh red meat industry is in a position to improve quality, increase cost-effectiveness and add value to Welsh red meat products across the whole of our industry.

HCC's operational priorities and performance targets are informed by, and respond to, the annual remit letter from the Minister for Environment, Energy and Rural Affairs which sets out her strategic priorities; any specific policies and action plans; and the wider policies and priorities of the Welsh Government.

HCC subscribe to the Welsh Government's vision to develop and maintain a prosperous, sustainable agriculture industry as outlined in 'Sustainable Farming and our Land' (<https://gov.wales/sites/default/files/consultations/2019-07/brexit-consultation-document.pdf>).

The wider policies and priorities of the Welsh Government are set out in Prosperity for All (<http://gov.wales/newsroom/firstminister/2017/170919-new-national-strategy-for-a-more-prosperous-wales/?lang=en>) and the Well Being of Future Generations (Wales) Act 2015). Together these set the framework against which HCC's specific goals are established, and require the organisation to integrate all its work into supporting of all of the seven wellbeing goals as well as the five governance elements of the Sustainable Development Principle.

HCC's '*Vision to 2025*' was launched in May 2018. It has the vision of supporting a profitable, efficient, sustainable and innovative Welsh red meat industry which benefits the people of Wales, which is resilient to political and environmental change, and is capable of responding competitively to ever changing market trends. The following nine priority areas form the foundation of the vision.

1. Positioning red meat from Wales as a premium product
2. EU trade opportunities developed for Welsh red meat
3. Domestic (GB) consumption of red meat from Wales maximized
4. New consumers for Welsh red meat sought in established markets
5. A greater percentage of Welsh red meat exports outside the EU
6. Development of a competitive Welsh red meat industry
7. Reduction in the impact of Welsh red meat production and processing on the climate, the environment and waste
8. Contingency planning in terms of future trade, production and processing post-Brexit
9. Effective communication throughout the industry to ensure unity of purpose.

You can find out more about HCC by visiting [www.meatpromotion.wales](http://www.meatpromotion.wales)

## **HCC Board Member Role Description and Person Specification**

### **Role and responsibilities**

The HCC Board provides leadership and governance to HCC and performs the important role of scrutinising all of HCC's investments and activities. It also shapes its future goals. Board Members have individual and collective responsibility to the Welsh Government through the Minister for Environment, Energy and Rural Affairs.

The HCC Chair is primarily responsible for leading the Board of non-executive Directors in ensuring the effectiveness of HCC whilst the Chief Executive has responsibility as Accounting Officer for the operation of HCC. As a Welsh Government Sponsored Body, HCC is required to comply with the provisions of Managing Welsh Public Money.

The key responsibilities of the Board will be to:

- Support the delivery the key recommendations from the independent review of HCC published October 2016.
- Support the delivery of the 'Vision 2025 - Vision and Strategic Direction for the Welsh Red Meat Sector to 2025'.
- Attend Sub-Committees of the Board as appropriate.
- Contribute to the development of the HCC Corporate Plan and the HCC Operational Plan through the Board.
- Ensure systems are in place to monitor the effectiveness of HCC and that Board Members have accurate, timely and clear information on the company's performance.
- Maintain sound corporate governance and ensure all activities are discharged with probity and propriety as required of an organisation expending public monies.
- Communicate and attend meetings where appropriate with stakeholders and the Welsh Government.
- Play a key role in promoting the views of HCC to the general public.

## **Person Specification**

To be considered, you **must** be able to demonstrate you have the qualities, skills and experience to meet all the essential criteria for appointment:

### **Essential Criteria**

#### Appreciation of the agriculture and wider food industry needs

- Be able to demonstrate an appreciation of the issues facing the industry and Welsh Red Meat Levy Payers.

#### Experience of Strategic Development

- Creative thinking and strategy development; and
- Analytical ability and effective decision making.

#### Experience of Corporate Governance

- Monitoring the effectiveness of activities and ensuring the collation of accurate, timely and clear information on performance; and
- Discharging activities with probity and propriety.

#### Communication Skills

- Effective communication skills with the ability to promote the views of HCC and the industry to media, Government and stakeholders; and
- Good interpersonal skills, able to develop sound relationships with stakeholders and others.

#### Equality

- Facilitate contact with HCC's stakeholders and actively promote equality and diversity with communities and respective stakeholders.

### **Experience and Knowledge: Specialist Criteria**

To ensure a cross section of skills on the HCC Board, the Welsh Government will prioritise the appointments across the following specific areas.

- Marketing (consumer/ trade)
- Finance and audit
- Red meat levy payers (primary producers and processors)
- Legal and governance
- Academia

In addition to the specialist skills, it is **desirable** that Board Members would have the following skills:

- A solid understanding of the necessity of equality and diversity.
- The ability to communicate effectively in both Welsh and English.
- Experience in being interviewed by the media.
- An ability to constructively challenge.
- A proven track record in building relationships with a range of stakeholders.
- Knowledge and understanding of learning and work issues at community, local and regional or national levels.
- Excellent communication skills, with the ability to clearly and succinctly explain complex issues, whilst demonstrating respect for the views of others.
- Sound judgement, sensitivity and political awareness.
- An understanding of public life and the principles of good governance.

### **Welsh Language**

Welsh language skills are essential for 1 Board Member.

### **Key facts about the post**

#### **Location**

Board meetings are usually held in Aberystwyth with industry meetings, briefings, events and shows taking place across Wales, the UK and possibly worldwide.

#### **Remuneration**

The post of HCC Board Member is remunerated at £300 per day.

Travel and other reasonable expenses that might be incurred in carrying out work for HCC can be claimed from HCC within the recognised limits. You may also be eligible to claim reimbursement for costs in relation to child care/care of the elderly/assistant carer, whilst carrying out work on behalf of HCC.

#### **Time commitment**

It is anticipated the role will require a maximum commitment of **12 days per annum** to attend Board meetings (usually held in Aberystwyth) and industry meetings, briefings, events and shows (across Wales, the UK and worldwide).

#### **Tenure of office**

The Minister for Environment, Energy and Rural Affairs determines the length of the appointment, which will be for up to a maximum of three years.

#### **Accountability**

HCC Board Members are appointed by the Minister for Environment, Energy and Rural Affairs and are accountable to the Minister for Environment, Energy and Rural Affairs via Welsh Government for carrying out their duties and for their performance. Board Members' performance assessments are undertaken by the Chair of HCC.

## Eligibility

Applicants should be persons who conduct themselves at all times in a manner which will maintain public confidence.

Applications from disqualified directors as defined by the Company Directors Disqualification Act 1986 will not be accepted.

Applicants should also note being a member of HCC Board is a disqualifying post for membership of the National Assembly for Wales under the National Assembly for Wales (Disqualification) order 2015.

<http://www.legislation.gov.uk/ukxi/2015/1536/contents/made>

## Conflict of Interests

You should particularly note the requirement for you to declare any private interests which may, or may be perceived to, conflict with the role and responsibilities as a HCC Board Member, including any business interests and positions of authority outside of the role in HCC.

If appointed, you will also be required to declare these interests on appointment which will be entered into a register which is available to the public.

## Standards in public life

You will be expected to demonstrate high standards of corporate and personal conduct. All successful candidates will be asked to subscribe to the Code of Conduct for Board Members of Public Bodies, you can access this document at: <https://www.gov.uk/government/publications/code-of-conduct-for-board-members-of-public-bodies/code-of-conduct-for-board-members-of-public-bodies-june-2019>.



## **The selection process**

The interview panel will assess candidates' CVs and personal statements to determine who it believes best meet the criteria for the role, and who will be invited to interview. The panel will rely only on the information you provide in your CV and statement to assess whether you have the skills and experience required. Please ensure you provide evidence to support how you meet all of the essential criteria.

The selection panel will be chaired by Maria Richards, Head of Future Farming Policy, Welsh Government, supported by Kevin Roberts HCC Chair (Body Representative) and Stephen James, Chair of the Wales Animal Health & Welfare Framework Group (Independent Panel Member).

Your application may be "long-listed", subject to the volume of applications received, before it is passed to the shortlisting panel for consideration. You should be aware that in this situation, your application might not be considered in full by all of the panel.

The panel will select for interview only the strongest applicants who it feels have demonstrated that they best meet the criteria set out in the person specification. However, if you have applied under the guaranteed interview scheme and you meet the minimum essential criteria for the post, then you will also be invited for interview.

You will receive email communication from our application centre to let you know whether or not you have been invited to be interviewed. It is our intention that interviews will take place in Carmarthen.

If invited to interview, the panel will question you about your skills and experience, asking specific questions to assess whether you meet the criteria set out for the post.

Candidates who the panel believe are 'appointable', will be recommended to the Minister for Environment, Energy and Rural Affairs who will make the final decision. The Minister may choose to meet with appointable candidates before making a decision. If she does, she will meet all candidates and in the presence of the panel chair or their nominated representative. There will be a time gap between interview and a final appointment decision being made. Candidates who have been interviewed will be kept informed of progress.

If you are successful, you will receive a letter appointing you as HCC Board Member, which will confirm the terms on which the appointment is offered.

If you are unsuccessful at interview, you will be notified by Welsh Government. We appreciate it takes a lot of time and effort to apply for roles and that feedback is a valuable part of the process. As a result, the letter will provide the details of who you may approach for feedback on your interview and application, if you so wish.

**Queries**

For queries about your application, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales).

**If you are not completely satisfied**

Welsh Government will aim to process all applications as quickly as possible and to treat all applicants with courtesy. If you have any complaints about the way your application has been handled, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales).

If after receiving a comprehensive response from the Welsh Government you are still concerned, you can write to the Commissioner for Public Appointments. Please contact:

The Commissioner for Public Appointments  
1 Horse Guards Road  
London  
SW1A 2HQ  
Tel: 0207 271 0849  
Email: [publicappointments@csc.gsi.gov.uk](mailto:publicappointments@csc.gsi.gov.uk)