



Llywodraeth Cymru  
Welsh Government

**Information pack for applicants**

# **Hybu Cig Cymru – Meat Promotion Wales**

**Appointment of a Chair**

**Closing date : 30 May 2017**



**The Commissioner for  
Public Appointments**

# **Hybu Cig Cymru – Meat Promotion Wales**

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## Hybu Cig Cymru – Meat Promotion Wales

### **Making an application**

Thank you for your interest in the appointment of Chair for Hybu Cig Cymru – Meat Promotion Wales. The new Chair will be responsible for leading the Board of non-executive Directors and for ensuring its effectiveness in supporting the executive to deliver the strategic direction for HCC through the development of the Corporate Plan and Business Plan. The attached Annexes provide details on the role of the Chair and the person specification, the role and responsibilities of Hybu Cig Cymru 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 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:	30 May 2017
Shortlisting:	W/C 5 June 2017
Interviews:	W/C 26 June 2017

### **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.

## Hybu Cig Cymru – Meat Promotion Wales

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: 029 2082 5454

Email: [sharedservicehelpdesk@wales.gsi.gov.uk](mailto:sharedservicehelpdesk@wales.gsi.gov.uk)

For further information regarding the role of Hybu Cig Cymru and the role of the Chair please contact:

Gareth Wilson

Tel: 0300 025 3366

Email: [Gareth.wilson@wales.gsi.gov.uk](mailto:Gareth.wilson@wales.gsi.gov.uk)

If you need any further assistance in applying for this role, please contact the Welsh Government's Corporate Shared Service Centre Helpdesk on 029 2082 5454 or [SharedServiceHelpdesk@wales.gsi.gov.uk](mailto:SharedServiceHelpdesk@wales.gsi.gov.uk)

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

## Appointment of a Chair of Hybu Cig Cymru – Meat Promotion Wales

### Role and responsibilities

The Chair is primarily responsible for leading the Board of non-executive Directors and ensuring the effectiveness of Hybu Cig Cymru – Meat Promotion Wales. The executive responsibility for the operation of HCC rests with the Chief Executive Officer.

The key responsibilities of the Chair will be to:

- Lead the Board in the delivery of the key recommendations from the independent review of Hybu Cig Cymru – Meat Promotion Wales, published October 2016;
- Lead the Board in the delivery of the Twenty Twenty Vision: Strategic Action Plan for the Welsh Red Meat Industry
- Lead Sub-Committees of the Board and ensure their effectiveness;
- Develop and maintain an effective relationship with the Chief Executive Officer;
- Lead on the development of the HCC Corporate Plan and the HCC Business Plan through the Board;
- Ensure that 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;
- Represent HCC to the media, Government, key stakeholders, consumers and relevant UK and EU bodies;
- 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; and
- Evaluate the effectiveness of Board members on an ongoing basis.

### Person Specification

All applications will be assessed against the criteria set out below. To be considered, you must be able to demonstrate that you have the qualities, skills and experience to meet all the essential criteria for appointment.

### Essential Criteria

#### Leadership and Team Working

- Excellent communication and influencing skills, with the ability to inspire and motivate;
- Ability to manage a group with diverse opinions and lead them to making effective decisions and developing coherent policies.

## Hybu Cig Cymru – Meat Promotion Wales

### 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; and
- Have knowledge of or the ability to grasp, export, sales and marketing issues relevant to the Welsh red meat sector.

### Strategic Development

- Understands the wider strategic environment and takes account of this when making decisions. Ability to analyse highly complex information.

### Corporate Governance

- An understanding of corporate governance and what the Board is required to do and their responsibilities.

### Communication Skills

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

### **Welsh Language**

Welsh Language skills are desirable for the role of Chair or Hybu Cig Cymru.

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

#### **Location:**

Meetings will usually be held in Aberystwyth

#### **Time Commitment:**

It is anticipated that the role will require a minimum commitment of a minimum of **60 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 Cabinet Secretary for Environment and Rural Affairs determines the length of the appointment, which will be for up to a maximum of three years.

#### **Remuneration:**

- The post of Chair will be paid at £ 25,200 per annum. The Chair of HCC is regarded as a holder of an office for tax and National Insurance purposes. Fees payable will, as a result, be chargeable to tax under Schedule E of the Taxes Act and subject to Class 1 National Insurance contributions. These liabilities will be deducted via the Hybu Cig Cymru payroll system and the net fee paid to the office holder. Fees are not subject to VAT.
- 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.

## Hybu Cig Cymru – Meat Promotion Wales

### **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 that being a member of Hybu Cig Cymru 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 Chair of Hybu Cig Cymru, including any business interests and positions of authority outside of the role in Hybu Cig Cymru.

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:

<http://www.bl.uk/aboutus/governance/blboard/Board%20Code%20of%20Practice%202011.pdf>

## The role and responsibilities of Hybu Cig Cymru – Meat Promotion Wales

### Background

Hybu Cig Cymru – Meat Promotion Wales (HCC) is the strategic body responsible for the development, marketing and promotion of the Welsh red meat industry. Its mission is to develop profitable and sustainable markets for Welsh lamb, beef and pork. The organisation is a Company limited by guarantee without any share capital. The Board comprises 12 non-executive directors, including the Chairperson.

Twenty Twenty Vision - the Strategic Action Plan for the Welsh Red Meat Industry, which was developed by HCC in close consultation with the Welsh red meat industry and the Welsh Government, was launched in July 2015 and has the vision of a profitable, efficient, sustainable and innovative Welsh red meat industry, which is resilient to political and environmental change and is capable of responding competitively to ever changing market trends.

In order to achieve this vision, there are two key strategic priorities:

- Increase demand for Welsh red meat products (thereby increasing sales and returns)
- Improve production efficiency (thereby increasing quality supply) whilst maintaining the environment and landscape of Wales.

The focus for delivery of HCC is through three departments:

- **Market Development** - HCC is active in many important markets worldwide developing and strengthening business opportunities for Welsh red meat exporters. At home HCC works with retailers, farmers markets and foodservice operators undertaking regular promotional programmes for Protected Geographical Indication (PGI) Welsh Lamb and Welsh Beef.
- **Industry Development** - HCC undertakes research and development, dissemination of information and training relevant to each part of the supply chain, to ensure the Welsh red meat industry is in a position to improve quality, increase cost-effectiveness, improve animal health, safeguard the environment and add value to red meat products across the whole supply chain.
- **Communications** - HCC ensures that information regarding developments relating to Welsh red meat are made known to stakeholders and consumers. Relationships are also maintained with Government, levy boards and other key stakeholders.

HCC's principal source of income is derived from the Welsh Red Meat Levy collected from cattle, sheep and pigs slaughtered in Wales. Statutory levy has existed in the red meat sector for a number of years to fund activities to assist with the development of this sector, notably work that would not be done under normal market conditions.

## **Hybu Cig Cymru – Meat Promotion Wales**

On 01 April 2007 HCC was established as a body wholly owned by the Welsh Minister.

The Welsh Government's Agriculture – Sustainability and Development Division is seeking a Chair to lead the Board of HCC.

### **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 that you provide evidence to support how you meet all of the essential criteria.

The selection panel will be chaired by Gary Haggaty, Head of Agriculture, Sustainability and Development Division and will also comprise Kevin Roberts, Interim Chair of Hybu Cig Cymru and June Milligan as an 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.

We anticipate that during early June 2017 the panel will have decided who will be invited for interview in late June 2017.

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.

If you are invited to interview and if the interview date is not already provided in this information pack, we will aim to provide you with as much notice as we can of the interview date. If you are unable to make the arranged interview date, we will endeavour to re-arrange it but it might not be possible due to time constraints within the appointment timetable or selection panel availability.

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

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 Ministers who will make the final decision. The Minister may choose to meet with appointable candidates before making a decision. If he does, he 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.

## **Hybu Cig Cymru – Meat Promotion Wales**

If you are successful, you will receive a letter appointing you as Chair of Hybu Cig Cymru, 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 the Corporate Shared Service Helpdesk on 029 2082 5454 or [sharedservicehelpdesk@wales.gsi.gov.uk](mailto:sharedservicehelpdesk@wales.gsi.gov.uk).

### **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 the Corporate Shared Service Helpdesk on 029 2082 5454 or [sharedservicehelpdesk@wales.gsi.gov.uk](mailto:sharedservicehelpdesk@wales.gsi.gov.uk)