



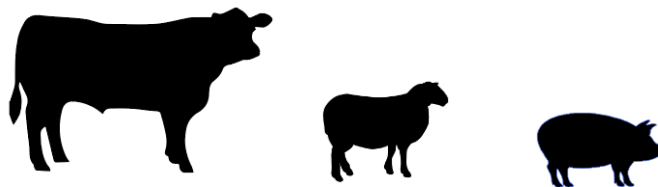
Llywodraeth Cymru
Welsh Government

Information pack for applicants

Hybu Cig Cymru- Meat Promotion Wales (HCC) Board

Appointment of Board Members

Closing date: 12 January



**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 have registered, you will 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 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:	12 January 2023
Sifting - week commencing:	23 January 2023
Interviews:	15 and 16 February 2023
Appointment:	1 April 2023

Please note, application forms received after the closing date will not be considered unless a reasonable adjustment has been requested under the Disability Confident Scheme.

Those invited to interview will need to be available for the following dates: 15 and 16 February 2023.

Disability Confident

The Welsh Government accepts the social model of disability, in which it is recognised barriers in society act to disable people who have impairments or health conditions or who use British Sign Language. We are committed to removing barriers so all staff can perform at their best. The Equality Act 2010 uses the medical definition of disability (“a physical or mental impairment which has a substantial and long-term impact on a person’s ability to carry out normal day to day activities”).

We guarantee to interview anyone who is disabled whose application meets the minimum criteria for the post. By ‘minimum criteria’ we mean you must provide us with evidence in your application which demonstrates you generally meet the level of competence for the role and any qualifications, skills or experience defined as essential.

We are committed to the employment and career development of disabled people. If you would like a guaranteed interview, please publicappointments@gov.wales.

If you have an impairment or health condition or use British Sign Language and need to discuss reasonable adjustments for any part of this recruitment process or in carrying out the role of Board member, please contact Maria Richards as per the contact below, as soon as possible and a member of the team will contact you to discuss your requirements and any questions you may have.

Contacts:

For further information regarding the selection process, please contact publicappointments@gov.wales.

For further information regarding the role of Hybu Cig Cymru and the role of Board Members or to discuss reasonable adjustments, please contact:

Maria Richards

Tel: 03000 255002

Email: Maria.Richards@gov.wales

If you need any further assistance in applying for this role, please contact publicappointments@gov.wales

For further information about Public Appointments in Wales, please visit www.gov.wales/publicappointments

INFORMATION FOR APPLICANTS

The Role and Responsibilities of Hybu Cig Cymru (HCC)

Organisational mission and remit

Hybu Cig Cymru – Meat Promotion Wales (HCC), based in Aberystwyth, is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat. It was founded in 2003 and was established as a body wholly owned by Welsh Ministers in 2007. Its mission is to support the development of a profitable, efficient, sustainable and innovative Welsh red meat industry which responds competitively to ever changing market trends.

HCC works with 20,000 farmers as primary producers, and with processors, auctioneers, transporters, retailers, food service operators and consumers, supporting the industry in responding to the challenges and opportunities presented by Brexit, new trade deals, and the sustainability agenda.

Premium Welsh Lamb and Welsh Beef brands are world renowned, and it is HCC's core remit to promote and support these brands in both the home and international markets, exploring and developing new export markets. HCC also has a legal responsibility to act as the guardian of the PGI Welsh Lamb and PGI Welsh Beef designation. Circa 35% of Welsh Lamb production is exported each year and the Welsh red meat industry, which directly employs 60,000 people in Wales, is worth almost £1 billion per annum.

HCC's total revenue is c. £8m, £4.5m of which comes from the Red Meat Levy which is raised and paid on all cattle, sheep and pigs produced in Wales. HCC also receives c. £3.5m of funding from Welsh Government and European sources. The organisation undertakes research and development, shares information and supports training for all parts of the supply chain. HCC is active in many important markets worldwide: developing and strengthening business opportunities for Welsh red meat exporters.

HCC's subsidiary company EID Cymru manages an electronic sheep identification system on behalf of the Welsh Government which monitors and tracks records of all sheep movements in Wales. The system is due to be expanded soon to include all Bovine regulatory movements, extending EID Cymru's database and providing a major data opportunity for insights and intelligence for primary producers and the industry.

Organisational delivery framework

HCC's organisational framework has four integrated divisions.

The **Sustainability and Future Policy** team is responsible for shaping and leading the industry and supply chain sustainability strategy, ensuring an integrated and consistent approach to global sustainability target delivery and the future resilience

of the industry. The role will also direct and oversee the future focused business intelligence hub, which will be key to informing future policy and policy engagement with government, the definition of the marketing and engagement strategy and the sector specific supply chain support.

The **Strategic Marketing and Connections** division lead the integrated marketing, promotional and engagement strategy and delivery for Welsh red meat brands and products on a global scale, prioritising the development of business opportunities and new markets for Welsh red meat exporters, raising brand awareness and interpreting consumer behaviour and trends.

The **Supply Chain Delivery** division has a multi- functional accountability for the definition and scope of integrated supply chain support mechanisms, overseeing sector specific expertise, interventions and knowledge transfer across all elements of the industry.

The **Finance and Corporate Governance** team oversees the effective management and financial reporting of the organisation's annual funding stream of circa £8m, ensuring rigorous stewardship of public funds and managing robust corporate governance and risk management systems.

HCC published 'The Welsh Way: Towards Global Leadership in Sustainable Lamb and Beef Production in December 2020', which recognises agriculture is on the cusp of radical change worldwide, with unprecedented levels of opportunities and potential challenges for the Welsh red meat sector. The Welsh Way asserts livestock agriculture is in a strong position to contribute to a global effort to mitigate climate change by cutting greenhouse gas emissions and reducing waste, and this heralds the start of a new chapter, where farmers are at the heart of the solutions for a sustainable red meat sector, international food security and improved global health

You can find out more about HCC by visiting www.meatpromotion.wales.

HCC Board Member Role Description and Person Specification

Role and responsibilities

The role of the Board is to provide effective leadership, defining and developing strategic direction and setting challenging objectives, promoting high standards of public finance, and upholding the principles of regularity, propriety and value for money. The Board is responsible for monitoring HCC's performance, ensuring it meets the aims, objectives and performance targets set out in the corporate and business plans.

The key responsibilities of the Board will be to:

- Support the delivery of the 'Vision 2025 - Vision and Strategic Direction for the Welsh Red Meat Sector to 2025'.
- Contribute towards HCC's sustainability strategy and help to embed 'The Welsh Way across the livestock industry
- Promote HCC's leadership role across the red meat sector
- Represent HCC at industry and stakeholder events and meetings with Welsh Government
- Contribute to the development of the HCC Business Plan 2022-2026 and the HCC Operational Plan through the Board.
- Ensure systems are in place to monitor the effectiveness of HCC and 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
- 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 competencies to meet **all the essential criteria** for appointment:

Essential Competencies

STRATEGIC UNDERSTANDING AND FOCUS

Comprehensive strategic expertise and ability to understand and define core elements of organisational strategy.

ANALYSIS, OBJECTIVITY, AND INDEPENDENCE

Experience of analysing and interpreting complex and detailed information, and ability assess evidence and ensure objectivity.

INTEGRITY AND ETHICAL AND CULTURAL VALUES

Evidence of high moral and ethical standards exemplifying the principles of public life.

FINANCIAL, POLITICAL AND SECTOR KNOWLEDGE AND UNDERSTANDING

Demonstrable sector, industry, financial or technical knowledge and expertise enhance the credibility, profile and authority of the Board and the organisation.

COMMUNICATIONS, INFLUENCING AND AMBASSADORIAL SKILLS

Ability to be an articulate and credible ambassador for the Board and for the organisation, equipped to deliver consistent and aligned messages to stakeholders and media.

TEAMWORK AND COLLABORATION

Experience of team working and collaboration in organisational settings with a track record of achieving collective goals.

EQUALITY AND DIVERSITY

Evidence of promoting equality and diversity across the industry and wider community.

Experience and Knowledge: Specialist Criteria

To ensure a cross section of skills on the HCC Board, the Welsh Government will prioritise appointments for candidates with the following specific skill sets/experience at senior level

- Finance and audit
- Marketing (consumer/ trade)
- Academia, - specifically in sustainability or related disciplines
- Legal and governance

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

- An ability to constructively challenge
- A proven track record in building relationships with a range of stakeholders
- Excellent communication skills, with the ability to explain complex issues clearly and succinctly, 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 Skills

Welsh language skills are **desirable** for the four Board Members

Understanding: Can understand basic conversations about everyday topics

Reading: Can read simple material on everyday topics with understanding

Speaking: Can converse in simple work-related conversations

Writing: Can write simple work-related correspondence

We particularly welcome applications from women, Black, Asian and Minority Ethnic and disabled people who are under-represented on the Board.

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.

However, some hybrid/virtual meetings may be held where necessary.

Remuneration

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

Travel and other reasonable expenses 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 childcare/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 Rural Affairs and North Wales and Trefnydd 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 Rural Affairs and North Wales and Trefnydd and are accountable to the Minister for Rural Affairs and North Wales and Trefnydd via Welsh Government for carrying out their duties and for their performance. Board Members' performance assessments are undertaken by the Chair of HCC.

Eligibility

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

Candidates should also note membership of Hybu Cig Cymru / Meat Promotion Wales is a disqualifying office for membership of The Senedd Cymru under The Senedd Cymru Disqualification) Order 2020.

[The Senedd Cymru \(Disqualification\) Order 2020 \(legislation.gov.uk\)](https://legislation.gov.uk).

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 Catherine Smith, HCC Chair (Body Representative) and Prysor Williams, Senior Lecturer in Environmental Management, Bangor University (Independent 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 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 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 interviews will take place virtually.

If invited to interview you will be sent a meeting invite. 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 Rural Affairs and North Wales and Trefnydd 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, Welsh Government will notify you. We appreciate it takes a lot of time and effort to apply for roles and 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.

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.

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 6729 / 0207 271 0815
Email: publicappointments@csc.gov.uk