



Department  
for Environment  
Food & Rural Affairs

# Appointment of the Chair of the Agriculture and Horticulture Development Board

## Briefing pack for applicants

Closing Date 22 October 2019

Reference APPT08-19



Department of  
**Agriculture, Environment  
and Rural Affairs**  
[www.daera-ni.gov.uk](http://www.daera-ni.gov.uk)



Scottish Government  
Riaghaltas na h-Alba  
[gov.scot](http://gov.scot)



Llywodraeth Cymru  
Welsh Government



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# Defra mission statement

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Defra wants Britain to be a great place to live. Our work plays a critical role in the wellbeing of everyone in the country through the creation of healthy environments, a world leading food and farming industry, a thriving rural economy and enhanced protection against floods and animal and plant diseases.

Appointing high-calibre people from diverse backgrounds with relevant skills, knowledge and experience to the boards of our public bodies will help us to ensure that our work is more effective, resilient and accountable.

## Equal Opportunities

UK government has a policy of equality of opportunity. We aim to promote equal opportunity policies whereby no one suffers unfair discrimination either directly or indirectly, or harassment, on grounds such as race, colour, ethnic or national origin, sex, gender identity, marital status, disability, sexual orientation, religious beliefs or age.

## Diversity

We positively welcome applicants from all backgrounds. All public appointments are made on merit following a fair and open competition as regulated by the Office of the Commissioner for Public Appointments.

## Disability

We guarantee to interview anyone with a disability whose application meets the minimum criteria for the post. By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence required for each criterion, as well as meeting any of the qualifications, skills or experience defined as essential. The Cabinet Office is committed to the employment and career development of disabled people. To show this we use the Disability Symbol awarded by Job Centre Plus.

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# AHDB purpose and vision

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*Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world.*

*Our vision is for a world-class food and farming industry inspired by, and competing with the best*

## AHDB strategic priorities

The AHDB Board has identified four strategic priorities which divisional sector plans and the Corporate Strategy is structured around delivering to levy payers:

- Inspiring British farming and growing to be more competitive and resilient.
- Accelerating innovation and productivity growth through coordinated research and development and knowledge exchange.
- Helping the industry understand and deliver what consumers will trust and buy.
- Delivering thought leadership and horizon scanning.

For further information about the Agriculture and Horticulture Development Board you may wish to visit its' website: [www.ahdb.org.uk](http://www.ahdb.org.uk)

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# What is AHDB?

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The Agriculture and Horticulture Development Board (AHDB) is a UK-wide Non-Departmental Public Body which was established on 1st April 2008 under the Agriculture and Horticulture Development Board Order 2008.

AHDB has a central role in helping the industries it covers become more competitive and sustainable. It does this through knowledge transfer, research and development, market intelligence and market development. In short, AHDB is an organisation with a purpose to add value to its levy payers by providing tools that enable them to grow their businesses sustainably. The overall aim of AHDB is to ensure it becomes the Centre of Agricultural Excellence for the industry and provides a top class service to levy payers that represents a positive return on their investment.

AHDB currently serves the six sectors of:

1. Pig meat in England.
2. Beef and lamb in England.
3. Horticulture in Great Britain.
4. Milk in Great Britain.
5. Potatoes in Great Britain.
6. Cereals and oilseeds in the United Kingdom.

Each industry sector has an Advisory Board made up of members (predominantly levy payers) appointed by AHDB, together with a Chair whom Ministers have appointed to the Board of AHDB. AHDB has delegated to each sector board functions they must deliver, the duty to develop the most appropriate strategies to meet the challenges of the sector, and the role of ensuring the relevant levy rate is recommended to AHDB to provide adequate funding for the required work.

AHDB is a public body accountable to levy payers, Ministers of Departments across government and for levy expenditure across the sectors above. It has formal legal responsibility to impose and raise levy at rates approved by Government for common planning, budgeting and performance monitoring across the sectors and for the provision of services to each of the industry sectors.

In autumn 2018, Defra in conjunction with the devolved administrations, carried out a request for views from levy payers and others about AHDB. The findings of this will inform a review of the AHDB which will make recommendations for its future role, function and structure.

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# The role specification

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The role of Chair of the main Board is to provide strategic direction to the AHDB Board members and have oversight of the whole organisation. The Chair is being recruited during a time of considerable change for the farming industry. AHDB was formed in 2008, and is currently under review. Implementation of the review recommendations will form a crucial element of the role.

During this period, the Chair will drive forward and implement recommendations made by Defra Ministers on the future purpose and functions of AHDB. This follows a Request for Views on AHDB conducted in autumn 2018.

## Role:

- Provide strategic direction to AHDB and inspirational leadership to the AHDB Board and senior staff team.
- Develop AHDB's role post EU exit and future strategic direction.
- Design and deliver an ambitious change programme that reflects future Ministerial recommendations for the future of AHDB.
- Provide leadership for an industry-wide ambition to increase productivity sustainably, in the context of radical farming policy reform, an ambitious global trade agenda, and the challenges of both contributing to Net Zero greenhouse gas emissions and adapting to climate change.
- Provide direction to AHDB to drive industry best practice and resilience to ensure it is in the best shape for the future, following the UK's exit from the European Union.
- Ensure that the values of good governance are upheld, particularly with regard to levy-funded activities.
- Ensure delivery of AHDB's aims and objectives as set out in legislation and AHDB's corporate strategy.
- Maintain excellent working relations with the UK Government through Defra, Governments in Scotland, Wales and Northern Ireland and sector stakeholders.
- Deliver outstanding value for money for the AHDB levy payers.
- Increase levy payers' interaction with and awareness of AHDB

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# Key responsibilities

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- Chair meetings of the AHDB main Board.
- Oversee the drawing up of the AHDB Corporate Strategy and ensure delivery against the financial and performance targets.
- Drive forwards an ambitious programme of change to implement recommendations from the review.
- Ensure that AHDB is focussed on its' priorities and structured accordingly.
- Identify efficiencies and growth opportunities for AHDB, and implement such change that is required to take advantage of them.
- Take sector board recommendations for levy rates to the CEO for presentation to Defra for Ministerial approval
- Foster an environment amongst the sectors to take responsibility for the oversight of activities that cut across sectors and functions such as competitiveness, productivity, knowledge exchange and market development.

## Time commitment and remuneration

### Time Commitment and Remuneration

A non-pensionable remuneration of £55,000 per annum is payable based on a minimum time commitment of 104 days per year. The overall time commitment is to include business of AHDB (the AHDB Board meets around six times a year), and includes preparation for meetings and travel. The remuneration will be split into equal monthly payments. Reasonable travel expenses are also paid.

It is anticipated that the Chair will be expected to work at the AHDB HQ at Stoneleigh Park, Kenilworth (please note these offices are all open plan with easy access), as well as from home.

### Period of Appointment

The post becomes vacant on 1 April 2020 and we will therefore be looking for the successful candidate to take up the position on that date. There will be opportunity to shadow the outgoing Chair leading up to 1 April. The appointment will initially be for up to three years from the commencement date. A further appointment of up to three years may be made subject to satisfactory performance assessment and will be at the discretion of ministers.

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# Essential criteria

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Candidates must be able to demonstrate all of the following essential criteria:

- Influential leadership, experience in Board governance and a proven ability to drive organisational change.
- Ability to think strategically and develop a long-term vision for the organisation.
- Skills and ability to communicate clearly and convincingly within the organisation and with stakeholders, the media and a range of public and private sector organisations.
- An understanding of the food and farming industry.

For further information on the role of the Board, please contact Jackie Kay  
[Jackie.Kay@ahdb.org.uk](mailto:Jackie.Kay@ahdb.org.uk)

The successful candidate must abide by the Nolan principles of public service (attached at [Annex A](#)) and the [Code of Conduct for Board Members](#).

# The recruitment process

The closing date for applications is 12.00 (midday) on 22 October 2019. We expect to have shortlisted by end November 2019. We expect to hold panel interviews from the week commencing 2 December 2019.

It is essential that your statement of suitability gives full but concise information relevant to the appointment, clearly demonstrating how you meet each of the essential criteria.

The Advisory Assessment Panel will be chaired by David Kennedy, Director-General of the Defra Agri-Food Chain Directorate, and consist of Mark Alexander, Deputy Director of the Welsh Government Sustainable Development Division and Lyndsay Chapman, CEO of the Centre of Innovation and Excellence in Livestock. At the Shortlist meeting the Panel will assess each application against the essential criteria and decide who to invite for final interview.

Interviews are expected to take place at Nobel House, London, SW1P 3JR and will last for approximately 45 minutes (including a 10 minute presentation - the title of which will be notified in advance). Further details about the format will be provided to you in advance.

These are Ministerial appointments and all candidates deemed appointable by the Panel may meet with a Defra Minister before a final decision is made.

## How to apply and submit your application

To apply, please send:

- a CV of no more than two sides of A4
- a supporting statement (2 A4 pages/max 1000 words please) setting out how you meet the essential criteria – make sure you refer to the contents of this document
- e-mail addresses for two referees
- diversity monitoring form
- conflicts of interest, conduct and political activity monitoring form (please note the section on conflicts of interest and due diligence below)

If you have any questions about the appointments process please contact Fiona McVicar, Defra [Fiona.mcvicar@defra.gov.uk](mailto:Fiona.mcvicar@defra.gov.uk) . For an informal discussion about the role please contact Jackie Kay, AHDB HR Chief Officer on 024 7647 8710 [Jackie.Kay@ahdb.org.uk](mailto:Jackie.Kay@ahdb.org.uk)

**Completed applications should be emailed to [publicappts@defra.gov.uk](mailto:publicappts@defra.gov.uk) – please quote reference APPT08-19**

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## Ineligibility criteria

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You cannot be considered for a public appointment if:

- you become bankrupt or make an arrangement with creditors;
- your estate has been sequestrated in Scotland or you enter into a debt arrangement programme under Part 1 of the Debt Arrangement and Attachment (Scotland) Act 2002 (asp 17) as the debtor or have, under Scots law, granted a trust deed for creditors;
- you are disqualified from acting as a company director under the Company Directors Disqualification Act 1986;
- you have been convicted of a criminal offence, the conviction not being spent for the purposes of the Rehabilitation of Offenders Act 1974 (c. 53);
- you become subject to a debt relief order or a bankruptcy restrictions order;
- you fail to declare any conflict of interest.

## Conflicts of interest and due diligence

If you have any interests that might be relevant to the work of AHDB, and which could lead to a real or perceived conflict of interest if you were to be appointed, please provide details in your application. If you have queries about this and would like to discuss further please contact the Public Appointments Team.

Given the nature of public appointments, it is important that those appointed as members of public bodies maintain the confidence of Parliament and the public. If there are any issues in your personal or professional history that could, if you were appointed, be misconstrued, cause embarrassment, or cause public confidence in the appointment to be jeopardised, it is important that you bring them to the attention of the Advisory Assessment Panel and provide details of the issue(s) in your application. In considering whether you wish to declare any issues, you should also reflect on any public statements you have made, including through social media.

As part of our due diligence checks we will consider anything in the public domain related to your conduct or professional capacity. This will include us undertaking searches of previous public statements and social media, blogs or any other publically available information. This information may be made available to the Advisory Assessment Panel and they may wish to explore issues with you should you be invited to interview. The information may also be shared with ministers and Cabinet Office.

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# The Commissioner for Public Appointments

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This appointment is regulated by the Commissioner for Public Appointments, to ensure that it is made on merit after fair and open competition. More information about the role of the Commissioner and the Governance Code on Public Appointments can be seen at:

<http://publicappointmentscommissioner.independent.gov.uk/>

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/578498/governance\\_code\\_on\\_public\\_appointments\\_16\\_12\\_2016.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/578498/governance_code_on_public_appointments_16_12_2016.pdf)

For full details of the complaints process for public appointments, please click on the following link which will take you to the Commissioner for Public Appointments website

<https://publicappointmentscommissioner.independent.gov.uk/regulating-appointments/complaints-and-investigations/> . Alternatively please contact the Commissioner's office on 020 7271 0831 for a printed copy.

## Data protection

Defra is committed to protecting the privacy and security of your personal information and does so in accordance with data protection law including the General Data Protection Regulation (GDPR). All the information you provide will be used to proceed with the public appointment listed in this information pack and in the case of diversity monitoring information may be anonymised and used solely for monitoring purposes.

For more information about the way we collect and hold your information, please read our Privacy Notice, accessible through the Cabinet Office website:

<https://publicappointments.cabinetoffice.gov.uk> or by requesting a copy from:  
[publicappts@defra.gov.uk](mailto:publicappts@defra.gov.uk)

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# Annex A – The seven principles of public life

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## **Selflessness**

Holders of public office should act solely in terms of the public interest.

## **Integrity**

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

## **Objectivity**

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

## **Accountability**

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

## **Openness**

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

## **Honesty**

Holders of public office should be truthful.

## **Leadership**

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

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## Annex B – Current membership of the Board

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Peter Kendall – Independent - Chair of AHDB

William Lifford – Independent Board Member

George Lyon - Independent Board Member

Janet Swadling - Independent Board Member

Adam Quinney – Sector Board Chair – Beef and Lamb

Paul Temple - Sector Board Chair – Cereals and Oilseeds

Gwyn Jones - Sector Board Chair - Dairy

Mike Sheldon – Sector Board Chair - Pork

Sophie Churchill – Sector Board Chair - Potatoes

Hayley Campbell-Gibbons – Sector Board Chair - Horticulture



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