



Llywodraeth Cymru  
Welsh Government

**Information pack for applicants**

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

**Appointment of Chair**

**Closing date:  
21 October 2020 at 16:00**



**The Commissioner for  
Public Appointments**

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## Making an application

Thank you for your interest in the appointment of the Chair to the Board of Hybu Cig Cymru (HCC). The attached Annexes provide details on the role of the Chair, 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 Chair 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 your decision. **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 and CV 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:	21 October 2020
Shortlisting:	w/c 2 November 2020
Interviews:	w/c 7 December 2020
Appointment:	01 April 2021

### Diversity Statement

The Welsh Government believes public bodies should have a Chair 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.

### **Disability Confident**

The Welsh Government accepts the social definition of disability, in which it is recognised that 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 that 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 that you must provide us with evidence in your application which demonstrates that 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 contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales) to us know.

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, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales) as above 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:

Public Bodies Unit  
Public Appointments Team  
Email: [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

For further information regarding the role of HCC and position of Chair of HCC, please contact:

Mark Alexander - Head of Agriculture, Sustainable Development Division,  
Environment and Rural Affairs, Welsh Government  
Email: [mark.alexander2@gov.wales](mailto:mark.alexander2@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) .

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

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 the Red Meat Levy, a statutory charge payable by farmers and processors/ exporters on cattle, sheep and pigs slaughtered in Wales, which helps to market the Welsh red meat brands and develop the supply chain collaboratively.

Welsh Government founded HCC in 2003. On 1 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 - aim to increase returns to the Welsh red meat industry by maximising the sales value of Welsh red meat.
- Industry Development - work within the red meat industry in Wales to improve quality and increase cost effectiveness in a sustainable way.
- Communications – ensure 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 - work to develop and implement strategies and inform decisions regarding the Welsh red meat industry.
- Corporate Services - support 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 is active in developing many important markets at home and abroad. 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 is at the forefront of development within 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 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 <https://www.legislation.gov.uk/anaw/2015/2/contents>

Together, these set out the framework for which HCC's specific goals are established.

In addition, the organisation is required to integrate all its work into supporting all of the seven well-being 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, 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

For more information, please visit <https://meatpromotion.wales/en>.

## Role description and person specification

### Role and responsibilities

The Chair is being recruited during a time of considerable change for the farming industry. The HCC Chair is primarily responsible for leading the Board of non-executive Directors and ensuring the effectiveness of HCC. The HCC Chair provides leadership and governance to HCC and performs the important role of scrutinising all of HCC's investments and activities.

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 HCC Chair are as follows:

- Lead the Board in the delivery of the 'Vision 2025 - Vision and Strategic Direction for the Welsh Red Meat Sector to 2025'.
- Lead on the development of the HCC Corporate Plan and the HCC Operational Plan through the Board.
- Provide leadership for an industry-wide ambition to increase productivity sustainably, in the context of significant 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.
- Play a key role in promoting the views of HCC to the public, Chair Board meetings and lead Sub-Committees of the Board to ensure their effectiveness.
- Ensure systems are in place to monitor the effectiveness of the Board and all 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.
- Ensure effective arrangements are in place to provide assurance on risk management, governance and internal control. The Board is expected to assure itself of the effectiveness of the internal control and risk management systems.

### 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**

### 1. Leadership, team working and communication skills

- Comprehensive understanding of inclusive leadership;
- 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; and
- Promote equality and diversity with communities and respective stakeholders;
- 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.

### 2. Appreciation of the agriculture and wider 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 have an ability to grasp issues relevant to the Welsh red meat supply chain; and
- Good interpersonal skills, able to develop sound relationships with Red Meat Levy payers, wider stakeholders and others.

### 3. Strategic Development

Ability to think strategically and develop a long-term vision for the organisation. An understanding of corporate governance and HCC Board's role and remit, ensuring they discharge their roles with probity and propriety;

- Understand the wider strategic context and takes account of this when making decisions; and
- Ability to analyse highly complex information.

## **Welsh Language**

Welsh Language skills are highly desirable for the role of HCC Chair.

In addition, all candidates should demonstrate an awareness of the importance of the Welsh language in a bilingual Wales with an appreciation of the Welsh Government's policies and strategies for the language.

## **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. During the Covid 19 pandemic, meetings will be held virtually. Future meetings will be held in line with Welsh Government guidance.

### **Remuneration**

The remuneration for the position of Chair has been agreed by Public Sector Pay Reward and Recognition, Public Bodies Unit as £350 per day (maximum commitment of 72 days per annum).

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 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 **72 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**

The HCC Chair is appointed by the Minister for Environment, Energy and Rural Affairs and is accountable to the Minister for Environment, Energy and Rural Affairs, via Welsh Government for carrying out their duties and for their performance.

### **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 Chair of HCC 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 HCC Chair, including any business interests and positions of authority outside of the role in HCC.

On appointment, you will also be required to declare these interests which will be entered into a register and made available to the public.

### **Due Diligence**

Welsh Government Public Bodies Unit will undertake due diligence checks on all candidates successfully sifted to interview. This will include, but not necessarily be limited to social media and Internet searches. As a result, you may be asked questions at interview in relation to any due diligence findings.

### **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 [here](#).

## **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 Mark Alexander, Head of Agriculture, Sustainable Development Division, Welsh Government, supported by Kevin Roberts (Chair for HCC) Body representative and Nerys Llewelyn (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 in this situation; your application might not be considered in full by the entire 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 you have been invited to be interviewed. It is our intention interviews for the Chair's role will take place virtually. Should you be invited to interview, you will be provided with guidance and arrangements for conducting your interview online.

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 Chair 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 feedback is a valuable part of the process. We are therefore happy to provide feedback upon request.

**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)