

<b>Food and Drink Wales Industry Board</b>	
<b>Date of Meeting:</b>	Thursday 6 <sup>th</sup> December 2018
<b>Time of Meeting:</b>	9:00am – 17:00pm
<b>Meeting Venue:</b>	Manor Suite, Manor House, Celtic Manor
<b>Chair</b>	Andy Richardson

**ATTENDEES:**

<p><b>Welsh Government:</b></p> <p>Keith Smyton (KS)          Dave Morris (DM)          David Lloyd-Thomas (DLT)          Suzanne Pomeroy (SP)          Anne Reynish (AR2)          Nicholas Shilton (NS)          Mark Williams (MW)          Lara Israel (LI)          Jessica Bearman (JB)</p> <p><b>Presenters/Guest Speakers;</b></p> <p>James Hicks (JH) – Deputising for          Justine Fosh          Ro Roberts (RR)- Communications</p>	<p><b>Organisations:</b></p> <p>Andy Richardson (AR) – FDWIB Chair          Huw Thomas (HT) – Board Member          David Lloyd (DL) – Deputy Chair          Norma Barry (NB) – Board Member          James Wilson (JW) – Board Member          Katie Palmer (KP) – Board Member          Annitta Engel (AE) – Board Member</p>
<p><b>Apologies:</b></p> <p>Justine Fosh (JF)          Alison Lea-Wilson (AW)</p>	

No.	Agenda Items
1.	<p><b>Welcome and Introductions</b></p> <ul style="list-style-type: none"> <li>• The chair noted apologies from AW and JF.</li> <li>• The chair introduced and welcomed MW who will be supporting skills work and some board work.</li> <li>• The chair also welcomed JH who was deputising for JF to update the board for the strategic plan on behalf of the people and skills Workstream.</li> <li>• The chair welcomed JB who works for WG.</li> <li>• The chair gave a brief overview of the content of the meeting.</li> </ul>

	<ul style="list-style-type: none"> <li>• Leslie Griffiths AM, Minister for Energy, Planning and Rural Affairs (“the Minister”) renewed the appointment of Board Members. She was pleased with the progress made thus far. Board Members agreed they were content to renew their appointment.</li> <li>• It was noted the success of the evening event where by the Drinks Strategy was launched. NB was praised for her excellent delivery and engagement. NB praised the strategy on the content and how meaningful it was to the industry.</li> </ul>
<p><b>2.</b></p>	<p><b>Blas Cymru / Taste Wales Presentation</b></p> <ul style="list-style-type: none"> <li>• Welcome to <b>AR2</b>. The previous Blas Cymru/Taste Wales was given praise on its success. It was noted the Board needs to be an integral part of the event and need to identify how best to add value to the event.</li> <li>• The Board Members had a Tour of the Celtic Manor. This was to familiarise the Board Members as to where the different areas of the Blas Cymru/Taste Wales will be held.</li> <li>• <b>AR2</b> presented to the Board. The event has received excellent sponsorship to date and this was noted.</li> <li>• Discussions took place around the Board engagement with the VIP dinner the evening before the event, on the 19/03/2019. The Minister has personally invited those to attend. It is very important the Board fully engage with the buyers and investors.</li> <li>• <b>AR2</b> gave the Board a breakdown of the event. The event would be run in three parts; <ol style="list-style-type: none"> <li>1. Meet the Buyer</li> <li>2. Conference</li> <li>3. Innovation and Skills Zone</li> </ol> </li> <li>• <b>AR2</b> introduced the ‘Bright Stars’ element of the event. It was described as: businesses that were up and coming but were not quite at a level of being able to meet the demands of the large-scale buyers.</li> <li>• Discussions took place around the ‘Bright Stars’ element of the event.</li> </ul>

	<p>Some issues were brought to light with the viability of the pricing for the event for smaller companies. It was noted, from previous experience, it was important there was a cost to the attendees of the event to;</p> <ul style="list-style-type: none"> <li>a) Ensure they would attend (as it is a significant cost to the WG)</li> <li>b) There is more value added to the event by the attendees if they have paid to attend.</li> </ul> <ul style="list-style-type: none"> <li>• It was agreed that a scholarship would be explored to a maximum of five 'Bright Star' businesses that met the criteria. It was noted that this would be an excellent press opportunity for the Board.</li> <li>• The Board noted that they were not content with the strap line of the event 'Faster – Smarter – Cleaner'. It was agreed this would be revisited and <b>AR2</b> would give an update at the next meeting. The Board agreed that the term 'greener' was more fitting.</li> <li>• It was agreed that <b>AE</b> would sit on the panel to judge 'Bright Stars' entries.</li> <li>• The Board raised the importance of the innovation and skills zone with an emphasis on how the dome portrays food in Wales.</li> <li>• It was agreed that the Board Members would host a table at the VIP dinner. The Board Members will be given a brief by WG of the individuals they will host; the intention is that the Board Members will remain with those individuals throughout. The key message to portray is 'Wales is known as being a friendly nation', this needs to be demonstrated through the engagement of the Board at the event.</li> </ul> <p>It was raised that there were no big UK retailers invited to the VIP dinner event. The Board recommends that the Minister contact UK retailers to see if they can attend.</p>
<p><b>3.</b></p>	<p><b>Action Plan 2</b></p> <p><b>DLT</b> and <b>NS</b> presented on the progress of the AP2, the Food Division and Board's long-term strategy. The Chair stated to the Board Members that feedback on AP2 needs to be clear, concise and engaging.</p> <p>Some key issues had been identified and were addressed through discussion</p>

	<p>with the Board Members giving constructive feedback for WG officials to follow up.</p> <p>Key Issues</p> <ul style="list-style-type: none"> <li>• The Vision statement needs to have clear direction.</li> <li>• The KPI need to map direction.</li> <li>• There are a limited number of targets to cover all bases, such as turnover and GVA of Food Sector to continue to grow, SALSA accreditation, and Food Hygiene Rating scheme score of 4 or more</li> <li>• The direction needs to be a compact between WG, FDWIB and industry.</li> </ul> <p>Agreement was made on the targets presented to the Board. Some slight changes were made to the wording. It was stated that the Board do not wish to be seen as a mouthpiece for WG policy but representing industry whilst working alongside WG. There needs to be a clear differentiation between the Board and WG.</p> <ul style="list-style-type: none"> <li>• Points were raised around the failure to mention start up businesses within the consultation document.</li> <li>• The percentage of employment needs to be clearly stated within the consultation document.</li> <li>• Board Members commented on the need for the vision to be a clear indication of what the Board aspires to be. It was made clear that the mission statement must include a description of the Board's purpose.</li> </ul> <p>The Chair congratulated the team on their hard work and stated that the FDWIB will champion the document.</p>
<p><b>4.</b></p>	<p><b>Board Strategy Discussion</b></p> <ul style="list-style-type: none"> <li>• The Board addressed the 2018 strategy by asking the questions; were the actions met? Are the previous actions still relevant for 2019?</li> <li>• It was agreed that the Business and Investment Workstream would continue and that the objectives were still relevant.</li> </ul>

- Discussions took place around the need for the Board to improve their connections with financiers.
- It was noted there is limited information available to determine what impact lack of EU funding (in the event of Brexit) will have on food companies in Wales.
- The People and Skills Workstream would remain. It was noted that the Board could influence but not take ownership of skills issues in the hospitality sector. It was agreed that the Board could play a role in joining up Government divisions. It was noted that collaboration is a cross cutting theme for the Board.
- Discussions took place around the relevance of skills being taught and the direct impact that has on industry. There is a need for skills that are truly relevant to the industry and that what is delivered is what industry actually needs. It was discussed that industry should lead on their own needs; share best practice and leverage the successes of the Industry Skills Partnerships already in existence.
- It was noted there is a need to develop a Food Sector Culture to grow the workforce. Discussions around countries such as Italy, Ireland etc. and their processes of developing their Food Culture could be a case study for Wales to investigate.
- The progress of the Skills pledge needs to be re-visited and how this is being monitored.
- The Customers and Markets Workstream was discussed and it was noted that Innovation was to be added within this Workstream. It was agreed that a 'Tuck In 2' event needs to take place to lobby more engagement with clusters. The board would also like to run an innovation conference in 2019.
- There is a need for greater connectivity with wider 'Wales' event, focusing mainly on the exploration of opportunities around the London markets.
- It was noted that strategic decisions about Board support for various events needs to be confirmed.
- MW presented to the Board the layout for the proposed new Delivery

	<p>Dashboard. The Board agreed it was a better design and made constructive comments to MW on editing aspects of the Delivery Dashboard. The importance of the traffic light system was noted, to ensure that it is clear what is being met and what needs more attention when looking at the delivery dashboard. It was agreed that it could be helpful if MW included Welsh Government food industry delivery lines in the Delivery Dashboard.</p> <ul style="list-style-type: none"> <li>• The Terms of Reference were visited by the Board Members. Discussions took place around wording of the document. It was agreed that this needs to be updated and would be revisited later.</li> <li>• Long term appointment of the Board Members needs to be discussed – there are now skills gaps on the Board. A new appointment process will take place in the summer/autumn of 2019.</li> <li>• RR provided the Board with a communications update. It was brought to the Boards attention that the Chair would feature on a double spread in a new local magazine (Taste/Blas).</li> </ul>
5.	<p><b>AOB</b></p> <p><b>KP</b> gave an update on the work she has been undertaking with Veg Power. In summary, the consumer set up a separate company using vegetables as a brand. Two million pounds of advertisement was invested, by ITV, and will be shown during popular television programs. The Board congratulated <b>KP</b> on this success.</p>