



**Minutes of an update meeting of the Directors of Hybu Cig Cymru (HCC)  
held at Aberystwyth University on Tuesday 5 November 2024**

**Present:** Cath Smith (Chair);  
Gareth Wynn Davies, John T Davies, Jack Evershed, Hugh Hesketh-Evans (online), Mike Humphreys, Caroline Sanger-Davies, Vicki Spencer-Francis

**Executive:** Heather Anstey-Myers, Interim CEO (minute taker);  
Laura Pickup, Head of Strategic Marketing & Connections;  
Anne Dunn, Communications and External Affairs Lead;  
Philippa Gill, Brand Engagement Lead;  
Jason Craig, Market Development Lead;  
John Richards, Producer and Processor Lead;  
Russ Thomas, Policy Development Lead.

**1. Welcome and Chair's Comments**

The Chair welcomed everyone to the meeting. The Chair acknowledged and thanked the huge amount of work that HCC had committed to the Ministerial Round Table and Carbon Sequestration Group.

**2. Apologies for absence**

Apologies noted from Board members Emlyn Roberts and John T Davies, HCC's Head of Finance and Corporate Governance Gareth Jones, Market Development Lead Jason Craig and Secretariat Karen Davies.

**3. Declarations of Interest**

There were no declarations of interest.

**4. Business and Operational Plan 2025/26, and ongoing operational matters**

It was outlined that the intention was that the current KPI's would be measured until the end of the current Business Plan. This will enable the organisation to show the improvement consistently over the current five-year Business plan period. This would be presented at the December Board. In addition, there would be an overview of the current delivery on the current Operational Plan for 2024/25. There would also be some high-level intent on the Operational Plan for 2025/26 with full detail being presented to the Board in January.

To ensure the Business plan is completed a gap analysis would be undertaken to outline areas that need completion.

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An initial forecast of 2025/26 budget may be possible at the December Board, with the full financial forecast being delivered at the January Board.

In addition, the sponsorships of the organisation would be included in the analysis. This would explain what sponsorships are in place and how the decision making on these was undertaken. Vicki Spencer Francis restated her declaration to the Board that she was a member of a RWAS Committee.

The appointment of four internal temporary secondments was noted, and the successful candidates were congratulated. It was noted that there was a moratorium on vacant and new posts (subject to clear business need) ahead of the arrival of the permanent CEO.

### 5. **Debrief on HCC's presence at the Royal Welsh Show 21 – 24 July 2024**

This item was moved to a later meeting, given the late hour of the meeting following the Team away day.

### 6. **To receive a verbal update on arrangements for HCC's Conference 14 November 2024**

The Communications Lead gave a verbal update on plans and arrangements for the HCC Conference. The Board thanked the Team for the hard work in preparing for this event. Lines to take would be circulated in advance of the event and Board Members were asked to be present on the showground at 1pm for a pre-event debrief.

### 7. **To receive an update on HCC's presence at the Winter Fair 25 & 26 November 2024**

The Communications Lead gave a verbal update on plans and arrangements. It was noted by the Board that a full and varied programme was scheduled for the two days on the HCC stand.

The Chairs breakfast reception would be taking place at 8am on the Monday morning with an accompanying address from Welsh Government.

### 8. **Financial Statements (Narrative Extracts) – Disclosure Requirements (HCC 1224)**

This item was moved to the Closed session and actions agreed would be taken forward, noting that Gareth Jones was unable to attend the meeting.

### 9. **Any other Business**

Thanks were given for the organisation of the Staff and Board away day (5 November) Moving Forward. The key issues highlighted were the need to communicate to staff the next steps.

**Action: Interim CEO**

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The Chair asked for an updated position on a paper being prepared for the Welsh Government Trade Policy Advisory Group.

**Action: Head of Strategic Marketing and Communications**

**10. Date of upcoming meetings:**

Board Meeting Thursday 5 December 2024

Board Meeting Thursday 9 January 2025

The Chair thanked the Board for their attendance and brought the meeting to a close.

Closed Board Meeting followed.

**Signed.....**  
**Chair of HCC**