

**SEAFISH INDUSTRY AUTHORITY
Minutes of Board Meeting
Held on Wednesday 28th February 2018
At The Humber Royal Hotel, Grimsby**

- Present:** Brian Young (BY), Acting Chair
Clare Dodgson (CD)
Mike Park (MP)
Stephen Parry (SP)
Jonathan Shepherd (JS)
Peter Hajipieris (PH)
Alison Austin (AA)
- Executive:** Marcus Coleman (MC), CEO
Aoife Martin (AM), Operations Director
Declan Byrne (DB), Finance Director
Ursula O'Brien (UO'B), Interim Human Resources Director
Debbie Cook (DB), Director of Corporate Relations
- In attendance:** Chris Lamb (CL) (Panel Chair – Supply Chain and Consumers)
John Goodlad (JG) (Panel Chair – Domestic and Exports)
Jon Parker (JP) (Panel Chair – Imports and Processors)
- Minutes:** Louise Hickson, PA to Marcus Coleman & EA to Debbie Cook

WELCOME

1 Welcome and Apologies

The Acting Chair welcomed everyone to the meeting. Apologies were received by James Wilson and Linsey Neill.

2 Declarations of Interest

There were no new declarations of interest.

3 Minutes from Previous Meeting

(i) 06th December 2017

The minutes from the last meeting 06th December 2018 were agreed as a true and accurate record.

(ii) Action Tracker

The Board reviewed the action tracker.

The Board were satisfied that the actions were in hand or completed.

STRATEGY AND PLANNING

1 Corporate Plan 2018-2021 - Branded Version for Approval

After full Ministerial sign off, DC presented the new branded version of the Corporate Plan to the Board for consideration.

Feedback from the Board was very favourable. The new Seafish identity and brand was commended and approved for use, in due course, across the organisation.

It was agreed that there would be a limited print run and that a digital version would be available via the Seafish website.

It was noted that a few more pictures of seafood would be helpful in the document.

Action Point: Debbie Cook to take comments on board and finalise copy and graphics for final version.

2 Seafish Annual Plan – Draft for Discussion

The draft Annual Plan has been progressed through the Panel meetings. MC introduced the latest draft to the Board for comment.

The Panel Chairs indicated their support for the new plan following their panel meetings held in the past week. They noted that there was widespread support for the more flexible approach and for the five key Challenges contained in the Corporate Plan. The Chairs reported that each Panel had explored each section of the new Annual Plan and were happy to recommend it to the Board for adoption.

They reported that there was continued interest in how Seafish utilises its marketing budget and measures the impact of its work.

The Executive assured the Board that resources will be carefully monitored with the managers and their teams to ensure delivery of the plan. The Audit and Risk Committee will discuss proposed mechanisms for managing flexibility and this will come back to the Board for ratification.

The Board noted the great progress made on the plan and plans for delivery.

Action Point: The Audit and Risk Committee will discuss proposed mechanisms for managing flexibility and this will come back to the Board for ratification.

3 RFS Contract Negotiations – Update and Discussion

AM up-dated the Board on the progress of negotiations with the preferred Bidder B and presented recommended options for consideration.

All were in agreement that the Bidder has standards management expertise with global credibility and should be able to progress the RFS Scheme internationally with Seafish retaining a position on the board of the new operating entity. The Board resolved to ask the Executive to continue discussions with Bidder B to explore the emerging Proposal and felt that it would be an opportune time to announce a Partnership at the Brussels Seafood Expo in April if agreement could be reached.

Action Point: Exec to progress the Global Fisheries Alliance Proposal with Bidder B and work towards a joint announcement at the Brussels Expo.

4 Improved Approach to Stakeholder Engagement

DC introduced this paper and explained how Seafish will be developing and improving its approach to stakeholder engagement. The teams within Seafish who already have great relationships with stakeholders will be fully utilised. The various services, information and products Seafish offers are recognized as exceptional and this will now be communicated in a more targeted way.

The many Seafish Newsletters currently available will be reduced in number and re-aligned with the Corporate Plan. An additional bi-annual up-date will be produced for stakeholders keeping them informed of what Seafish has done in response to stakeholder interests and requests. Seafish will be more pro-active in its Twitter account, building a sense of community, the website will be reviewed for easy navigation and mobile optimization, and the intranet will be redesigned to promote better engaged and better informed staff.

A new Data strategy will be put in place setting out how Seafish collect, record and use data. This will help Seafish to be better equipped to understand stakeholders and target its communications. The CRM System needs cleansing and staff training to target different sectors rolled out.

The Board noted that this was an excellent paper with clear actions and resolved to fully support the implementation of the improvement plan.

Action Point: The Corporate Relations team to progress the plan and report back to the Board at a future meeting.

5 'Best Companies' Accreditation – Outcome of Process

UO'B informed the Board that Seafish have been awarded the 'One to Watch' accreditation status through the 2018 Best Companies process. This is a big

achievement for a first time attempt. It was recognised that it is important to celebrate the achievement and communicate what we are doing well.

An action plan is being developed to address areas of weakness for improvement. The plan will focus on management development, clarity of purpose and personal growth.

The Executive would like to re-run the survey in 2019 (for 2020 accreditation) to allow improvements to take root. The aspiration is to secure accreditation at a higher level (1, 2, or 3 star) over the next three years.

The Board congratulated the work of Linsey Neil and MC along with the members of RemCom CD, AA and PH for the real achievement of being accredited as a 'One to Watch' in the first attempt. The Board committed to support the continuation of the Times 100 programme as a benchmark to enhance good practice.

Action Point: Exec to continue the Times 100 improvement plan and report back via REMCOM in due course.

6 Seafish Marine Survey Service – Risk Discussion

The Board considered the risks surrounding the Marine Survey Service. All agreed that this is a valuable but challenging service and would like the Audit and Risk Committee to discuss how best to avoid, mitigate or make contingency plans in relation to the operation of this service.

Action Point: Audit and Risk Committee to discuss how best to avoid, mitigate or make contingency plans in relation to the operation of this service and report back to the Board at the next meeting.

OPERATIONS AND GOVERNANCE

1 Acting Chair's Report

BY gave his personal thanks, the thanks of the Board and of the Industry to MP, JG, JW and SP who will be stepping down as Board members. BY stated that their contribution over the years has been immense and a real cornerstone. A farewell dinner will be arranged in the next couple of months in London.

BY gave an up-date that Defra's Board Recruitment is still being finalised and will be made public shortly.

2 CEO Report

MC presented the CEO Report for providing a general round-up of Seafish activities since the last Board meeting.

SEAFISH

MC highlighted from his report the Seafish Economics Digital Dashboard which is a rich information source for all.

He noted that the annual Fish and Chip Awards had been a big success. The Seafish Scottish Advisory Committee has held its first meeting to set out the priorities for the year which had been very positive.

A key concern highlighted was that funding for non-mandatory fisherman's training courses will soon be coming to an end. Seafish has alerted the MMO and the Devolved Administrations requesting extensions to existing projects and has applied for an additional grant from the MCA before the scheme closes. The Board would like to see this on ARC's risk register to monitor progress.

MC advised the Board that the standard Dashboard and Operations Reports will likely be changing in their format to report on progress against the Key Challenges set out in the Corporate Plan. The Board acknowledged how clear, succinct and easy to follow these all are.

Action Point: DB to add Fisherman's Training Funding to the ARC risk register.

Action Point: Exec to rework Reporting Templates to reflect Key Challenges.

3 Responsible Fishing Port Scheme Standard

Seafish are the standard holder for the Responsible Fishing Port Scheme and the paper is presented to The Board for approval. The standard has been formally out for consultation with constructive responses received.

The Board noted that this was a great piece of work which was comprehensive and well explained. All agreed to approve the standard.

Action Point: The Board approved the publication of the standard.

4 Committee Updates

CD highlighted the Board that RemCom have been guiding the Times100 process and the extension of the CEO's contract.

They have been overseeing the resourcing and flexibility needed for the new Corporate Plan. A couple of new agenda items are the Induction for new Board Members and the new General Data Protection Regulations which the committee are supervising and all is going well.

SP up-dated that the ARC meeting will be considering proposals for the required flexibility mechanism within Seafish work programmes. This will bring a wider and holistic perspective and enhance the management of the business.

5 Forward Plan

The September Board meeting will now take place in Peterhead in the new Fish Market facility.

The locations for the Board meetings have altered slightly due to availability at Fishmongers Hall. The Hall can accommodate the November board meeting which will be convenient for the annual meeting with the Devolved Administrations. The November meeting will take place in London.

Action Point: LH to arrange Board Meetings as requested
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6 AOB

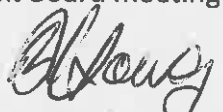
MP, SP and JG stated it has been a pleasure working with Seafish.

7 Date of next meeting

The next Board meeting will take place on Wednesday 16th May 2018 in Oban.

Signed:

Date:


16/5/18