

**SEAFISH INDUSTRY AUTHORITY
Minutes of Board Meeting
Held on Wednesday 6th December 2017
At Seafish, Edinburgh**

- Present:** Brian Young (BY), Acting Chair
Clare Dodgson (CD)
Mike Park (MP)
Stephen Parry (SP)
Jonathan Shepherd (JS)
James Wilson (JW)
Peter Hajipieris (PH)
Alison Austin (AA)
- Executive:** Marcus Coleman (MC), CEO
Aoife Martin (AM), Operations Director
Declan Byrne (DB), Finance Director
Linsey Neill (LN), Human Resources Director
Debbie Cook (DB), Director of Corporate Relations
- In attendance:** Anne Freeman (AF), Defra
Simon Brockington (SB), Defra
John Davidson (JD), Scottish Government
Paddy Campbell (PD), DaeraNI
Stuart Evans (SE), Welsh Government
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

WELCOME

- 1 Welcome and Apologies**
The Acting Chair welcomed everyone to the meeting. There were no apologies.
- 2 Declarations of Interest**
JS declared he is joining the Oversight Committee of the Certified Aquaculture Committee for Ireland.

MP declared he has taken on the role of Chair to the Seafish Scottish Advisory Committee.
- 3 Minutes from Previous Meeting**
 - (i) 28th September 2017**
The minutes from the last meeting 28th September 2017 were agreed as a true and accurate record.

(ii) Action Tracker

The Board reviewed the action tracker.

MC assured the board that there is an evolving model of improvement for stakeholder engagement that will align with the new corporate plan. MC advised that the approach will be reviewed now that DC has joined the Exec.

LN will begin the process of new Board Members inductions collaboratively with Defra and RemCom. Refresher training for existing board members will also be included.

The Board enquired regarding the calculation of the percentage of landings for the 100 vessels in the RFS scheme. MC confirmed that the 100 vessels represent 2% of the active fleet but that this accounts for 29% of the UK fleet landings, 19% Value and 17% by vessel tonnage.

STRATEGY AND PLANNING

1 Draft Corporate Plan 2018-2021

AM up-dated the Board that since the last meeting the draft CP1821 has been shared with the Panels and the four Administrations which had produced good discussion and feedback, with minor editorial amendments.. The final draft was brought to this meeting seeking Board approval.

MC explained the proposed process of carrying the CP1821 through. The next steps are to develop the Annual Plan for 2018/19 with the Panels.. MC added that consideration also needs to be given to the process for managing flexibility. The Executive is developing a process for handling new propositions as they arise. The Exec would like to take this process to the next ARC meeting for consideration and further development. RemCom will also be kept updated about the process of matching staff skills and expertise to key work streams and the ongoing issue of succession planning and staff development.

The Board praised the exceptional work on the plan incorporating the detail needed along with the flexibility in the changing climate currently. The Board emphasised the need to work collaboratively with other organisations to avoid duplication and enhance effectiveness.

The Board and the Administrations approved the CP1821 in principle. Formal notification from Minister will follow shortly.

Action Point: Exec to proceed with initiating the new CP1821

2 Home Nations – Strategic Growth Strategies Up-date

A paper was presented as an overview of each Nations growth plans. The initiatives are: The Wales Seafood Strategy 2016 to 2015, Scotland Ambition 2030, Northern Ireland Going for Growth and the newly developed Seafood 2040 for England.

The Board appreciated sight of these growth strategies and going forward would like to see a holistic and collaborative approach between them with Seafish as the conduit. It was noted that the different strategies shared common messaging and themes; by working together there may be benefits in capturing broader industry strategies collectively with key stakeholders and government.

MC explained that the initiatives are currently unfunded, but that a number of the strategies fall into objectives and work programmes already set out in the Seafish Corporate Plan. Options will be explored to discover additional external funding sources to drive forward and keep momentum of the various growth ambitions.

The Board supported the work and collaboration between the Home Nations and would like to see how the resourcing is accounted for and matched with the priorities.

Action Point: Seafish to document resources and progress of the Home Nations for presentation at future board meetings.

3 Brexit and the UK Seafood Industry: Update from the Fisheries Administrations

AF spoke on behalf of Defra stating a lot of work has been going on behind the scenes. Key themes of focus have been 'negotiation', 'legislation' and building' to ensure continuity on exiting the European Union. The government has been concentrating primarily on all necessary exit items and is ensuring this will be flexible and adaptive to changing circumstances. They are planning for a full range of scenarios depending on the exit deal and thereafter will be able to produce more comprehensive and detailed plans when the White Paper is published early next year.

JD speaking on behalf of the Scottish Government echoed AF's up-date adding that the administrations are working together for clarity of direction within the industry and the wider food and drink sector.

PC representing Northern Ireland Government stated that due to the position currently within the NI government all details of exit plans are continuing and are to be confirmed.

SE on behalf of the Welsh Government reaffirmed the administrations up-dates and added that with all the unknowns they are working collaboratively with evidence based priorities for the well-being of this and future generations.

4 Seafish Marketing Up-date

The Board was joined by Marilyn Bell, Head of Marketing and Communications and Heather Middleton, Marketing Manager who delivered a presentation which covered topics in the following areas: Maximising Return On Investment for the levy/industry, changing awareness on seafood and health, Seafood Week - increasing sales and galvanising the industry, Amplification and what will be the future focus.

Action Point: The presentation will be disseminated to the attendees of the board.

5 Taking forward Seafish Science - Proposals

AM summarised the paper which, following preliminary discussion, shows how Seafish engages with Science more broadly and how the new Seafish Expert Panel (formally Science Advisory Group) will operate and act as the interface between Science and the Industry.

The paper is presented to seek board approval of the revised processes. Focusing on five priority areas of marine science, production, social responsibility, consumer behaviour and supporting services. The proposal expands the remit of the advisory group utilising experts from across the supply chain. Subject to approval, Seafish plan to begin recruitment locally and internationally in the New Year to include a broad set of disciplines and have the SEP in place by May 2018.

Estimates for the running of the group are 25k per annum to enable the group to be fully utilised within the Seafish delivery model. The SEP will be designed to benefit the whole of Seafish so the funding will be taken from top-slicing across all budgets to spread the cost.

The Board commended the great work that has been put into the plans and proposals. The Board endorsed the proposition but would like to see clear parameters to evidence the value and benefits gained.

Action Point: Exec to progress with establishing SEC and creating methods to monitor value.

OPERATIONS AND GOVERNANCE

1 Acting Chair's Report

BY up-dated the board that the recruitment and selection of new Board Members and the Chair are all in hand and successful applicants will be announced early in the New Year.

2 CEO Report

MC presented the paper for an overview of Seafish activities. The Board's attention was drawn to the temporary replacement for LN's maternity leave. The recruitment and selection process is in the final stages, a candidate has been selected, met with CD and the offer for the position is expected to be accepted. LN will complete a handover for business as usual activities and current project work.

LN elaborated on the Times 100 progress. The headlines were that Seafish staff engagement is greatly above average with 91% of staff participating. Seafish has been accredited with a 'One to Watch' accreditation level which enables Seafish to use the 'Best Companies' logo. A lot of strengths in the organisation were identified along with some areas of improvement. A development plan will be put into place in line with the new CP1821 to build on the data received and the benchmarks available with other higher ranked organisations. A more detailed up-date will be presented to the Board at the next meeting in February. The Board commended the work on this and stated that it is a great achievement for the first external accreditation.

AM up-dated the Board that the Seafish Scottish Advisory Committee has now formed a committee and MP is nominated as Chair. The committee has been robustly selected to ensure a sector and geographical spread. The members are:-

Name	Company
Mike Park (Chair)	Seafish Board
Jimmy Buchan	Scottish Seafood Association / Amity Fish Ltd - Owner MFV Amity
Michael Clark	Director Nor-Sea Foods/International Fish Cannery - Director
Nick Lake	Association of Scottish Shellfish Growers & Consultant - Director
John Anderson	Scottish Fishermen's Organisation - CEO
Anne-Margaret Anderson	Scottish White Fish Producers Association - Policy Manager
Leslie Tait	Shetland Fishermen's Association - Chairman
Yvonne Rae	George Campbell and Sons Ltd - Sales Director
Lynne Forman	Macduff Shellfish - Procurement Director
Phil Nickells	Young's Seafoods - Managing Director Livingston
Colin Hinds	Restaurant Owner (The Kilted Lobster) & Chef

Key dates for the diary were noted. If any of the board would like to attend the Fish and Chip awards on the 25th Jan 2018 please let LH know.

3 Responsible Fishing Scheme

The paper is presented to the Board to inform on the outcome of the RFS Tender Evaluation Panel and to seek approval and direction for the negotiations with the preferred bidder.

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The panel felt that no bidders are appointable at this stage, but that direct negotiations can be undertaken with the preferred bidder to seek clarity on a number of areas with a view to fully meeting the criteria set.

The Board authorised the proposal that the responsibility of negotiations is delegated to the Evaluation Panel with a view that the results are fed back with its recommendations.

Action Point: The Seafish Executive to begin negotiations with the preferred bidder, to liaise with the members of the Evaluation Panel and to present the board with their recommendations.

4 Committee Up-dates

CD explained RemCom is continuing its support with Seafish's staff structure, resourcing and data protection requirements with the need for flexibility. An interesting aspect is a recent staff demographic analysis by LN which can be utilised in many ways providing insight into approaches of future Seafish work.

SP highlighted from ARC the requirement to manage the pension deficit scenario. Assurance maps, key performance indicators and risk maps are robustly produced to help inform and provide reassurance that all is being monitored and managed effectively.

Action Point: LN to circulate Staff Demographics Insight paper to the Board

5 Forward Plan

The Board have elected to move the venue of the February Board Meeting to Grimsby which will include industry visits.

The September Board meeting will now be held in London with a view of utilising Fishmongers Hall.

After research into the Oban Board Meeting in May it is still agreed and all are committed to the extra days required for Travel.

Action Point: LH to arranged Board Meetings as requested

6 AOB

BY greatly thanked the Administrations for their continued support and Insight for Seafish.

The Administrations highly praised the efficiency and quality of the Board, the governance and the papers.

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7 Date of next meeting

The next Board meeting will take place on Wednesday 28th February 2018 in Grimsby.

Signed:



Date:

28/2/18

