**Minutes of the  
9th Supply Chain and Consumer Panel Meeting**Held at London Wesley MIC Hotel, 81-103 Euston StreetLondon NW1 2EZMonday 1st October 2015  
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| **In attendance** |  |
| Chris Lamb (Chair) | Chris Middleton - Secretary |
| Katie Miller | Janice Anderson |
| Mike Mitchell | Tom Pickerell |
| Peter Andrews | Mel Groundsell |
|  | Mike Park – Board Member |
|  | Alison Austin – Board Member |
|  | Angus Garrett (part) |

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| **Apologies** |  |
| John Rutherford |  |
| David Jones |  |
| Stuart Atkinson |  |

1. **Welcome and domestics**Chair welcomed people.
2. **Minutes of last meeting**Page 1 it was noted that the 10% reduction in levy was unlikely now.  
     
   Page 2 paragraph 4 should read significant ‘promotional’ spend rather that proportional. It was also noted that any promotional material that is developed as part of a campaign should be pushed out to industry in order to allow them to support the initiatives that Seafish are undertaking.  
     
   Page 2 paragraph 9 it was noted that a proposed film to support the Gear Technology handbook (Basic Fishing Methods) was unlikely at this stage due to the cost.  
     
   Subject to those changes the Minutes were received as an accurate record.  
     
   **ACTION: CM to amend minutes and publish on the Seafish website.**
3. **Panel Administration**MG brought a proposal to the Panel to add a clause about declaring a conflict of interest as well as a reference to the maximum number of Panel members in order to make the Panels work efficiently.  
     
     
   MG asked that the Panel approved an amendment to the Terms of Reference suggesting the following wording be added:  
     
   *‘Members should inform Panel Secretariat of any conflict of interest with regard to their professional life and their Seafish responsibilities, and should offer to withdraw from any discussions where they may be seen to have the opportunity of personal or corporate financial gain.’*The suggested wording was accepted. The Panel also agreed to change the maximum number of members from thirteen to fourteen and noted the new payment guideline for hotel accommodation in London has been increased to £175 per night.  
     
   MM asked that a reference should be included on protecting Intellectual Property of those involved as part of the conflict of interest clause.   
     
   KM agreed on a conflict of interest clause being included but raised questions about how it would sit with the idea of ‘representing your sector’? TP clarified this would in particular be if you were going to use it for direct rather than collective gain.   
     
   The Panel agreed that while it was important to have a clause in about conflict of interest but simply needs a little bit more definition.  
     
   PA sought clarification on the media engagement clause and this was stated as being only relevant to the business of the Panels and not in relation to the day-to-day jobs held by members.  
     
   Additional biographies of industry experts who had expressed an interest in joining the Panel were shared and the Panel agreed to invite all those put forward to the next meeting.  
     
   **ACTION: CM to invite all new Panel members to the next meeting.**
4. **Seafish Update**JA gave an update on the recruitment process for the new CEO. Four people were on the recruitment Panel and the shortlist will be interviewed in November 2015. The aim is to be able to appoint by the end of November with the new CEO joining in the New Year. JA will step-up to be the Senior Executive Officer in the interim period.   
     
   On the Smith Commission there was very little update, Seafish is not involved in any of the discussions and it’s between the 4 Administrations to come to an agreement. Seafish has been told to carry on with the delivery of the corporate plan by all 4 Administrations.  
     
   CL gave background on the AHDB situation where they found difficulties in dealing with Defra and Seafish was commended for their approach.  
     
     
   Elaine Hayes, Chair, will be finishing up in December 2015. Replacing the Chair is a Defra process and in the short term Brian Young will step up from Deputy Chair to Acting Chair while the process is completed.  
     
   TP updated the Panel on the Seafish Scientific Advisory Group (SAG). SAG will be part of the structure of Seafish with the aim of providing expert advice and opinion to the Seafish Executive and the Board. The members of SAG went through an open recruitment process with assistance from the Board. Mike Kaiser has been appointed Chairman. The members of the group are:  
     
   - Professor Michel Kaiser – Chair  
   - Dr Grant Stentiford  
   - Dr Walter Crozier  
   - Dr Bryce Stewart  
   - Dr Neil Auchterlonie  
   - Dr Simon Jennings  
   - Professor Mike Elliot  
   - Professor Andrew Rowley  
     
   The first meeting of SAG will be on 12th November and it will focus on process and funding. However SAG will also be looking at:  
     
   1. 600 metre ban on trawling (is it robust, does it stand up)  
   2. Masters Projects to assist Seafish in its work on the Corporate Plan  
     
   On the latter point Seafish is looking to support four student projects that will assist the delivery of the Corporate Plan. These projects may be science led or it may include Arts (Reputation/Marketing) and Mel will lead on the latter of these.  
     
   TP gave an update on the Strategic Investment Fund (SIF). The Fund was opened up with £300k set aside to support appropriate projects. Seafish received 59 applications with a total submission value of £2.7 million. Seafish has gone through the first sift and now have 29 left going through to the second stage. A decision will be made by 22nd October on which projects to support. There was a considerable delay in the project due to Defra sign-off leaving a short space of time for projects to be completed in this financial year so a degree of phasing may well take place which may have an effect on when we release SIF II.  
     
   MG gave an update on the English Industry Task Force – Industry/Government consultation and Panel Members will be kept informed of progress.   
     
   CL: Commented that it has to be a good thing on balance for the industry.  
     
   MM: theme two needs to include importing and exporting.  
     
     
   MG explained process on how we will get feedback from the Panels and noted the short timescale of one week, and that they would seek individual feedback from members.   
     
   **ACTION:** **MG to Action email to Panel members with update on EMFF**MG updated the Panel on Seafood Week which would be launching on Friday 9th October. Most of the major retailers are on side in some form or another as well as some significant food service operators. A range of activities in the media and online have been developed to help give the initiative some uplift. This year’s Seafood Week will be a test initiative and Seafish will look to learn and develop future delivery based on this.  
     
   AA supported this and said the gathering of information is important with regards the sell-in next year and perhaps the British Retail Consortium (BRC) could be involved. (PA later confirmed that BRC rules would prevent this.)  
     
   **ACTION:** **CM to action with PA.**CM gave an update on the Billingsgate Chefs Program. AA outlined the importance of the Food Service sector to Seafish plans in raising consumption and working with. It can move faster that retailers.  
     
   JA outlined the Value for Money (VFM) strategy and how it has progressed. An external consultant had reviewed the VFM strategy and said it was very good. It was noted that the Panel process is a key part of having a robust VFM system as well as the Seafish Project Management system. The Stakeholder Satisfaction Survey with industry was another big tick in the box for Seafish. We are carrying out a couple of external evaluations on big projects (over £200k) and the results on this are due in the New Year.
5. **CP15-18 Delivery report**TP outlined the work stream set-up of Seafish to the Panel and how the dashboards work and what they show. MG gave an update on Reputation and Consumption dashboards. KM asked about the top level KPI reporting and what the Panel might be missing? TP explained that the Seafish Annual Review would be able to cover the work streams in greater detail.  
     
   MM noted that on promote consumption, health is a really important message and that while the claims processors could make to the consumer through direct marketing were limited, it was helpful to see that Seafish can do more on this. A Seafish health campaign is part of the Promote Consumption work stream.
6. **Work stream Focus**Angus Garrett (AG) presented his horizon scanning work stream including methodology, identified areas of focus, and work to-date. AG was invited back in the future in order to present the progress he makes with this piece of work.  
     
   **ACTION: AG to return at an appropriate point to present to the Panel.**
7. **Meeting Schedule**For June of next year Seafish are looking to develop a Joint Panel meeting and the Panel were asked to submit ideas that would be of value for a joint agenda and would stimulate contributions from all.  
     
   Identifying issues through horizon scanning was discussed as a suitable topic for debate at that meeting.  
     
   Potential dates for the next meeting of the Panel would be circulated.  
     
   **ACTION: CM to circulate dates for the next meeting**
8. **AOB**AA noted that big changes in terms of channels for selling food, and the use of customer data in supporting this. She had attended the BRC lecture and was blown away by the data and asked if that information could be shared to the Panel. PA said he would look into it.   
     
   **ACTION: PA to see if data can be shared with the Panel.**PA Food Ethics Council doing a big piece of work on food data that could also be of use in this area.  
     
   TP noted that University of Washington (Seattle) have set up a CFood Unit and their aim is to demystify stupid myths in seafood which is really helpful. We will circulate the link to the Panel.  
     
   <http://cfooduw.org/>  
     
   CL ended the session by noting that as Paul Williams steps down at the end of October from his role as CEO, and Elaine Hayes steps down from her role as Chair at the end of the year, best wishes should be sent to them for everything they have done as well as best wishes for the future.