1. Welcome

The Interim Chair welcomed Chris Lamb (CL) to his first Panel meeting and thanked everyone else for attending. Mike Kaiser (MK) will continue as Chair and attend the Panel Chair meeting on the 14th August 2012 on behalf of CL.
2. **Minutes of the last meeting**

Mark Drummond (MD) stated that the 2 points he awarded at the last meeting had been allocated to Standards instead of Training.

**Action Point: KG to amend scoring sheet.**

Apart from the above amendment and feedback received from John Rutherford (JR) previous to the meeting, the minutes were agreed to be a true and accurate record of the last meeting.

3. **Meeting objectives and review of the process**

Paul Williams (PW) gave a presentation on meeting objectives and review of the process.

PW reiterated to the group that there will be no change to the regulation of levy take until October 2013 and that the Board have agreed to run a deficit budget, based on back levy, which can be used appropriately on agreed areas of work.

A consultation will take place with Industry in the autumn 2012 to discuss the appropriate level of levy take and how this should be distributed.

JR asked if the Work Programmes had been allocated to the Strategy (Protect, Promote and Inform). PW stated that Seafish had allocated them accordingly, however, they were to be discussed by the Panel and agreement will be sought as to where they best fit.

4. **Presentation of the consolidated feedback**

Karen Galloway (KG) gave an overview of the feedback scores which were received from every Panel member against each of the Work Programmes in relation to importance and spend.

The Panel agreed that they will decide where the exit strategy level will be set at.

5. **Work programme review**

The Panel agreed that the top 3 priorities for the Supply Chain Panel group are Reputation & Integrity, Promoting consumption and Responsible sourcing.

KG explained that Reputation and Consumer promotion required further work on outputs and deliverables. PW proposed that an industry steering group (the reformed Consumer Expert Group) be initiated in September look at the Work Programmes in further detail and with regards to measurables.
Each proposed Work Programme received an overview of the feedback from KG and Jon Harman (JH) gave an overview of the specifics work areas. Discussions took place and the agreed recommendations can be seen in Annex 1.

6. **Promoting consumption endorsement requirement**

PW advised that there was a ban from Cabinet Office on marketing for government agencies. This means that all marketing spend has to be applied to Defra and then approved by the Treasury if over £100K. PW enquired whether the panel members would be willing to add their signatures to a letter of support for the work of Promoting Consumption, to enable Seafish to obtain dispensation to the current regulation on marketing spend. This will also be endorsed by the Seafish Board. The Panel overwhelmingly supported this action. KG will contact Catherine Pazderka (CP) and Melissa Pritchard (MP) regarding this.

- **Action Point:** KG to contact CP and MP
- **Action Point:** PW to provide letter of support

A discussion took place about the recruitment of new staff. KG will supply Panel members with the job descriptions.

The Consumer Expert Group will be reformed in order to involve industry in the detailed activities. It is anticipated that similar groups will be created to inform Reputation & Integrity and Responsible Sourcing.

- **Action Point:** KG to supply Panel with details

7. **Process review and next steps**

- Panel Chairs meeting 14 August to consolidate recommendations from all three Panels
- Seafish to present business plan to Board on 6 September 2012 with Panel Chairs present
- New business plan commences 1 October 2012
- Panel reporting pack to be received mid January 2013
- Panel meeting late February/early March 2013 to review current programme and make recommendations for deeper review Summer 2013
8. Any other business

(i) Proportionality

JR raised concerns that proportionality had not been discussed at this meeting. PW stated that although proportionality may have not been covered today, as JR expected, it will be discussed when the Work Programmes are reviewed and the next reiteration will be under way in summer 2013.

(ii) Regional delivery

MD asked for more clarification on the regional delivery spend which he felt had not been fully covered in the meeting. PW stated that this was reviewed when Seafish was restructured and there was a strong representation from Industry that the correct model for Seafish was to have a central governance of expertise and some level of regional engagement. Costs under regional are for largely staff costs and some set aside for meetings/projects.

(iii) Panel Chair

The Interim Chair stated that he will be representing the views of the Supply Chain Panel via the Chair, Chris Lamb.

(iv) Overall spend

Mike Mitchell (MM) asked for clarification of the £8 million that was available and the under spend from the Work Programmes total. PW reminded the Panel that there is an overhead cost (levy collection team, finance team, 2 locations, home office bases and operation costs) of £2 million and that the Board have agreed to run to an overspend next year.

9. Date of next meeting

The date of the next meeting will be set after the Board meeting on 6th September 2012 and also when the draft Business Plan is in place.

The meeting closed at 15:40.