

Food and Drink Wales Industry Board	
Date of Meeting:	Wednesday 24 th April 2019
Time of Meeting:	9:00am – 4.00pm
Meeting Venue:	Manor Hotel, Crickhowell, NP8 1SE
Chair	Andy Richardson

ATTENDEES: 24th April 2019

<p>Welsh Government:</p> <p>Alison Ebsworth (AME) Andrew Martin (AM) Anne Reynish (AR1) Dave Morris (DM) David Lloyd-Thomas (DLT) Gwen Jenkins (GJ) Jessica Bearman (JB) Lynn James (LJ) Mark Williams (MW)</p>	<p>FDWIB:</p> <p>Andy Richardson (AR) Chair Alison Lea-Wilson (ALW) Annitta Engel (AE) Huw Thomas (HT) James Wilson (JW) Justine Fosh (JF) Katie Palmer (KP) Norma Barry (NB)</p>
<p>Presenters/Guest Speakers:</p> <p>Sarah Lewis (SL) Lantra Katy Godsell (KG) Cambrian Training</p>	
<p>Apologies:</p> <p>Keith Smyton (KS) Welsh Government David Lloyd (DL) Cardiff University</p>	

No.	AGENDA ITEMS
1.	<p>Welcome and Introductions</p> <ul style="list-style-type: none"> • The chair noted apologies from Keith Smyton and David Lloyd. • The chair introduced and welcomed all to the meeting and went around the room to introduce those new to the FDWIB. • The chair gave a brief overview of the content of the meeting.
2.	<p>Minutes of the last meeting</p> <ul style="list-style-type: none"> • Previously circulated prior to the meeting

Matters Arising/Updates from the Minutes 6th December 2018

- **Drinks Strategy.** (NB) has met with Mark Grant who unfortunately was not able to attend the 2nd meeting.
- **Blas Cymru/Taste Wales 2019 – (See Agenda item 6)**
- **Action Plan 2 – Separate Agenda item (See Agenda Item 4)**
Mission statement, actions and vision are all completed.
- **Board Strategy Discussion**
Development Bank of Wales – (HT) Initial meetings taken place, but no formal meetings have been arranged.
- **Finance Conference /Investor Ready Programme (IRC)**
Agreed to set up and hold 2 Conferences 2019/2020 which will reflect the ongoing work of the Investor Programme.

Key Issues for Future Conferences.

- (1) 32 Investor Ready meetings with businesses identified at Blas Cymru/Taste Wales 2019.
 - (2) Programme to be reviewed by Andrew.
 - (3) Cash Management controls are in place Pre and Post BREXIT 2019. Growth of Businesses is very difficult for a number of businesses given Brexit uncertainty.
 - (4) Business which have no financial directors in place is leaving them weak and hindering the working relationship with their local bank. There are concerns about a breakdown of relationships with banks. Difficult for businesses to continue growing.
 - (5) IRC – think about next steps.
 - (6) Risk Element (Banks tightening lending and risk element) Board to be more engaged with the challenges of securing Bank support etc.
 - (7) Need to support Businesses through current Cash Flow crisis.
 - (8) Skills Development – Look at lending to management teams rather than to Business Plans.
 - (9) Terms of Reference.
- PR Notices to the Board – **Completed**
 - Strategy People and Skills Work Stream – **Completed**
 - Business and Investment Strategy – **Outstanding**
To be completed when Action Plan 2 is finalised. Needs to be completed before the UK Strategy.
 - Comms Grid/Events Calendar – GJ informed the Board that dates etc. are on the website and available to all and Board members who have been asked to use the events column. The calendar is open for all to view. Information is up-dated every 2 weeks, and sent to all in the

	<p>Food Division.</p> <ul style="list-style-type: none"> • 2nd Draft of Delivery Dashboard - Outstanding. Content needs to be looked at by Board and taken to the next level. • Doodle Poll for future FDWIB Meetings – completed by all members of the Board. MW has collated the information and future 2019 dates circulated. <p>AOB – FDWIB POINTS RAISED BY THE CHAIR</p> <p>Action Plan 2 – Consultation needs feed-in from Board members with a number of Sub-Strategies sitting under this. After AP2 consider the make-up of the new Board and its role in driving the strategy forward. AP2 ownership - agreed that it would be a shared strategy, owned by WG and the Board.</p> <p>Need effective Board engagement with Food Industry in the development of the AP2.</p>
	<p>Skills Strategy</p>
<p>3A.</p>	<p>FDWIB Skills Strategy Actions –</p> <p style="text-align: right;">Justine Fosh</p> <p>(1) Skills Strategy</p> <ul style="list-style-type: none"> • Document produced • 2 skills Conferences have been held. 4 skills related courses and 1 non skills related • Board must consider the tender specification for the Skills Area at RWAS and send feedback to Enfys and Lyndsey. • Address Skills Shortages that effect productivity (1) Food Skills Cymru is live and will be discussed in detail later. (2) Engineering Apprenticeship developed and launched at Blas Cymru/Taste Wales Conference. Pembrokeshire College will be going live with food engineering course in September 2019. Support programme was needed because universities and colleges do not offer Food engineering. • Skills funding through WG is less than England, need to build a better evidence base. • Food engineering course looking for 12 students or more. Course is in person and not available on line. Link up with other colleges that have already run related courses. • Delivery module 3 - 4 years and not full time. Apprenticeship Enrolment for the courses will be available up to the day of the course starting. • Funding will be given to the provider as per all apprenticeship courses. • Regional Skill North Wales – Joint Bid to be put together in relation to Food. • Radnor Hills – (AR) could be invited to the Board to look at how this business has embraced recruitment and training. <p>(2) Increase Apprenticeship</p>

Change to policy in the next 2 years which will see apprenticeships in Wales change from the current system to be more compatible with the model in England with apprenticeship being more technically challenging. Currently there is no framework in Wales.

- Skills Policy - WG has issued new 3 year skills regional plans which have been shared with industry and are being delivered. North Wales Region has now identified F&D as one of the top priority areas. Engagement with other 2 regions is being undertaken currently. Apprenticeship Level Plans to be ready by July 2019 and these will set direction of travel for the next 3 years.
- Industry Skills Partnership (ISP) Groups meet around specific topics. In England there is now a Degree in Food Science Apprenticeship while there is weak demand in Wales. Question for the Board to consider: - Is there a demand for Level 3 Degree Level Food Science here in Wales?

(3) Improving the Perception and understanding the Food and Drink Industry in Wales and the image of the industry.

- MEERA Lesley Griffiths met with students, at the 2019 Blas Cymru Event, who had taken part in a schools Pilot competition. This will now be extended to more schools.
- Update RWAS 2019 – WG will be taking on extra space at the showground in the old food hall. New for 2019 will be the Skills Zone area which will have a lot of activities so that people can be engaged in food industry careers. This area will help with the promotion of Welsh Businesses. Possible link in with 2019 Lady Ambassador and ‘Cows on Tour’.
- IGD Outreach Programme to be asked if they would like to be involved with the Skills Area at the RWAS. There are also other training providers that could be brought into this area.
- Provide a Tool Kit for Schools to use with local businesses. 14 companies already provide Taste Tours, where they open up their operations to visiting children.
- 45 already trained Welsh Food and Drink Ambassadors – 2 day programme to learn all about the food industry and career pathways.

4. Adjusting to Challenges of the Industry

- A pilot in the Valleys to recruit locally into F&D industry. Many Food Companies go to Agencies which is expensive, some agency staff may stay on in the business. People do not want to lose benefit payments and are therefore reluctant to engage in fulltime employment. Valleys Initiative enables training to be given whilst still remaining on benefits and companies must offer jobs at the end of training. Pilot with RF Brookes: 15 were trained, 10 stayed on and 2 went into skilled roles. This scheme is now being extended to wider activity.

After the trial in the Valleys this project will be rolled out in North Wales to see if it is equally deliverable and then to make recommendations for

	<p>the future direction of the programme.</p> <p>5. Develop Wales as the home of Sustainable Innovation in Food & Drink Industry</p> <ul style="list-style-type: none"> • Linked to other Agenda items – Sustainable Brand Values
<p>3B.</p>	<p>Update on F&D Council Skills Workstream</p> <p style="text-align: right;">Justine Fosh</p> <ul style="list-style-type: none"> • Food Sector Council is a pan UK and pan Food Sector so it covers farming, food manufacture, hospitality and retail. It is an industrial council which comes together to lobby government. (AR) and (JF) sit on the council as the Wales Representatives with counterparts from the rest of the UK. • Skills Sub Group – chaired by Fiona Kendrick • (AR) & (JF) presented on the Welsh Plan which is leading the way compared to the rest of the UK. • Groups formed around 3 Core areas and 1 sub area <ul style="list-style-type: none"> (1) Apprenticeships (2) Image of the Industry (3) Up-Skilling (4) Evidence Base (labour market intelligence). • Meetings take place every 2–3 months. A Food Sector Deal will result which will be England focussed. • Survey was commissioned which was circulated to the Board in relation to the Challenges to the Food Industry. • Top level de-brief on research findings, issues identified including Leadership and Management and engineering skills. • Stats on Survey about why people use overseas workers and a key issue identified was this strategy is not to pay lower wages but to resolve the lack of local labour.
<p>3C.</p>	<p>Food Skills Cymru Update from Lantra</p> <p style="text-align: right;">Sarah Lewis</p> <p>Presentation circulated to all FDWIB</p> <ul style="list-style-type: none"> • Welsh Government – RDP Funded Contract July 2019. • Delivery of Project runs to September 2021. • Current Training Budget is set at £1.2m plus VAT. If programme is successful then more money will be made available. • 12 months to complete training. • Need to prioritise. • Programme became live 2nd April 2019. • Develop a map of support. • Full terms and conditions on website. • Assist those Businesses that want to make an impact in the food industry in Wales. • De Minimis rules apply – companies must provide evidence (letter) and this will affect the level of funding available. There is no database showing if and how much companies have received in the past. This is

	<p>also calculated on the exchange rate with the Euro each month and businesses are made aware.</p> <ul style="list-style-type: none"> • Signposting for courses to relevant colleges where businesses can do food hygiene etc. • Project Helix is often 100% funded for micro business which is a better route for courses that are £200 or less. • Business needs are taken into account and signposting to appropriate services. • Programme is built for flexibility. For example machinery specific training can be funded. Lantra carry out separate procurement exercise through Sell to Wales for specialist training. • A large number of Environmental Management courses are available. • Colleges in Wales are fully funded for the courses they run. • Website states what training is being supported by LANTRA. Be-Spoke training is available and programmes are built for flexibility. • Courses information is available on Sell to Wales • £3M funding (£1.2m training provision and £1.8m staff and admin) • LANTRA should be the last resort for funding after considering other options. • September 2019 – feedback on how much funding has been spent. At that stage applications and delivery to be scored.
<p>3D.</p>	<p>Update from Cambrian Training</p> <p style="text-align: right;">Katy Godsell</p> <p>Presentation circulated to all FDWIB</p> <ul style="list-style-type: none"> • Cambrian Training is 1 of 19 Training Providers working with WG and is providing training across Wales. • Work on a number of projects • Specific trainers who work in certain areas e.g. food, drink, events. • Work-based training provider who visit with employers and students on a monthly basis or every 61 days as per guidelines. Do not work with colleges. • Jobs Growth Wales Scheme – targets employment for 16-24 year olds and ends 2020. • Delivery of Apprenticeship mainly to Food and Drink Sector in Wales. • Other courses being delivered are:- Waste Management and Recycling, Team Leadership, Team Management, Customer Service, Equine, Animal Care, Health and Social Care and Early Years. • Delivery of Apprenticeships is funded by the Welsh Government and Social and European Social Fund. Requirement to work 16hrs a week and have the right to work in the UK. • Funding cycle for Apprenticeship is August to July • Delivery of Courses is throughout Wales with some training given in England at extra cost. • All qualifications are accredited FDU and Excel. • Training is not duplicated. • All apprenticeships are portable and can be moved over to another provider.

	<ul style="list-style-type: none"> • Employers are finding it more and more difficult to find staff. Apprenticeship information available on line. • Apprenticeship training aligned to employers' needs. • 24/7 on-line access for learners needs. • Apprenticeship is a recognised framework qualification NVQ (Maths English and communications). • Courses are available on Business Wales Website. • Health & Safety free on-line course as an added bonus • Current active employers across Wales dealing with Cambrian Training is 42 with a database of 112 employers. From small businesses to large businesses, some have embraced the apprenticeship framework to meet their needs taking on a number of apprentices each year. • Good rapport with employers and get to know the business. • Competition within the apprenticeship scheme.
4.	<p>Action Plan 2 Update and Next Steps</p> <p style="text-align: right;">David Lloyd-Thomas</p> <ul style="list-style-type: none"> • Food Policy (AP2) in Wales is more advanced in development than the rest of the UK. The draft AP2 has been considered by cabinet and needs to be shared with Ministers before the consultation exercise. • View from the FDWIB was sought and asked what role / position do the Board want to adopt when AP2 is published. • FDWIB want the consultation and final document to be seen as a joint, collaborative Welsh Government Board publication. Some concern raised that the Board can actively deliver AP2 when the reality is it has limited resources. The FDWIB must not be perceived as a puppet of government. Test must be clear about what joint effort means and the Board's role is to provide advice to the WG, to be ambassadors of the sector, to help bring businesses and related stakeholders together. The WG's role is to provide the practical support (cash and in-kind) and to facilitate the connections between the sector and other areas where WG has a role so that collectively public policy and delivery is joined up right across the wide range of food interests where WG is involved. • Discussion also touched on the related question of what should the Board's role become. Is it mainly to advise the WG? Or should it hold WG to account, perhaps being a programme governance board? If it is the latter, then there is the question of what does this mean in terms for appointing members later this year? • FDWIB favoured consulting on AP2 as soon as possible. The document should note that although Brexit will impact the sector it will not change the fundamentals in terms of needing to improve productivity, strengthen routes to market, raise our profile and standards, do things sustainably etc. What Brexit might change is the need to focus even more on these things. Timetable wise we agreed: <ul style="list-style-type: none"> • week commencing 13th May AP2 draft to be sent to Board members as first draft for comment. • week commencing 3rd June final draft. (Flexibility on date due to translation and typesetting).

	<ul style="list-style-type: none"> • Royal Welsh Show week - publication. • During the consultation period the Board would like to hold some consultation events. One might be at the RWAS – perhaps a Q&A / drop-in type session, could also do about 3 others perhaps using the three food centres to which businesses and other stakeholders could be invited. Possibility also of meeting the farming unions and HCC Board. <p>Regarding the consultation questions, members favoured having fewer rather than many, and keeping them open to not lead the response down particular tracks</p> <ul style="list-style-type: none"> • Red meat sector expertise is now absent from FDWIB since Marcus' departure.
5.	<p>Sustainable Brand Values Update and Board Guidance</p> <p style="text-align: right;">Jessica Bearman</p> <ul style="list-style-type: none"> • Presentation outlined the need for Sustainable Brand Value (SBV) Wales scheme - global food systems pressures (forecast 2050 population of 10 billion); economic (Brexit and threat to our market) and environmental pressure (food waste etc) on Welsh Agri Food and demand for high quality diet. The opportunities Value of Welshness research provides – Welsh food is associated with quality and naturalness. But what does it actually mean and how do we measure this? SBV aims to market the points of difference of Welsh produce and production systems and to add credibility to Welsh Food and Drink giving competitive advantage. • Vision presented. NB challenged if this was a vision for the scheme or a vision for the Welsh Agri Food Industry. NB highlighted incorrect terminology around mission; instead these are strategic aims. • (JW) Food, agri does not appear to encompass other sectors such as fisheries. Fisheries wants to have the same recognition. • SBV – to be all inclusive and taking into account the different stages of development that businesses currently operate at. Share best practice and enable businesses to be on a continuous improvement journey. In aggregate the sum total of business activity will build and complement the Wales Brand. • Values designed based on the UN Sustainable Development Goals. (1) Preserving our environment and promoting resource efficiency (2) Ensuring safe and hygienic food production (3) Protecting animal welfare, biodiversity and endangered species (4) Celebrating Welsh culture, traditions and provenance (5) Creating nutritious, wholesome products and healthy environments (6) Acknowledging and rewards ethical working practices. • SBV would see the agri food industry being involved and linking into the 6 points above. Concern around businesses not being able to meet the “Healthy Products” pillar. (DM) Some businesses might not fit, but can show they are making efforts to fit under the 6 points. All

	<p>businesses would not be expected to contribute equally under each of the 6 pillars.</p> <ul style="list-style-type: none"> • NB concerned that values are not actually values. • Presentation outlined the benefits to the Welsh Industry supporting Micro and SME businesses developing their nicheness, brand awareness and allowing large companies to meet CSR obligations. Through collaboration businesses will share best practice. • Business engagement needs to present picture of possible financial benefits through improvements in waste, and better skilled and higher paid jobs in the future. • Industry recognised accreditation will be encouraged and built on to reduce additional burdens for businesses through scheme and standard replication. • SBV will be cross cutting, aligning to fit with Agriculture policy, export markets. • SBV is forward thinking considering where Wales needs to be in 5 to 10 years' time. • SBV future is there to help Sell Wales and the story of Food and Drink to the world.
6.	<p>Debrief from Taste Wales & Board Feedback</p> <p style="text-align: right;">Anne Reynish</p> <p>Presentation circulated to all FDWIB</p> <ul style="list-style-type: none"> • Following on from the 2017 Blas Cymru/Taste Wales the Board noted that they were more involved with the 2019 Event. (AR1) and her team, were thanked by the Board for running such a successful event this year. And the Board were looking forward to the 2021 event. <p>Issues arising out of the 2019 Event.</p> <ul style="list-style-type: none"> • New Products 2019 – Could these not have been exhibited in an area specifically for this? 159 New Products unveiling in 2019 event were somewhat lost in the larger showcase. <p>FDWIB Dinner Tuesday evening.</p> <ul style="list-style-type: none"> • No meet and greet at 2010 Clubhouse. (NB) arrived early to meet people. The pre-dinner speech was more of a briefing than a welcome but was due to a change of plan when MEERA was delayed. • Service was slow by staff at the hotel. • Some confusion in relation to sponsorship and the promotion at the Dinner. <p>Main Conference Wednesday and Thursday</p> <ul style="list-style-type: none"> • Conference Stats £16m in trade deals made from 2017 event. • 19 Countries attended – exceeding 2017 Show. More Buyers outside Europe with Middle East buyers being high in attendance. • Princes Foods excellent main sponsor of the event. • Graduate Attendance – Only 3 replied and 2 turned up on the day. • Brokerage event – Individuals turning up expecting to visit the brokerage although hadn't paid and then creating a fuss.

	<ul style="list-style-type: none"> • Show Cases • Blas Cymru/Taste Wales Conference does not work along with the Trade Show. • Individual Zones – these worked well and positive feedback received but footfall was low. • Future Blas Cymru/Taste Wales – do we go to holding this every year or spilt it to conference one year and trade show the next. Also should we move the location around Wales? • After event publicity – not received the amount of publicity that we had hoped for. • De-brief meeting being held 1st May 2019
7.	<p style="text-align: right;">James Wilson</p> <ul style="list-style-type: none"> • Seafood Strategy still in the work in progress stage. • Meeting held in February 2019 for the M&F team and a follow up meeting to be arranged within the next month. Key issued discussed at this meeting:- <ul style="list-style-type: none"> ○ Delivery Objectives ○ Issues around Brexit ○ Increase in Performance ○ Health and Safety ○ Process under WG Control ○ Dependency of Seafood on Sea Food Market in Europe ○ Timeline for legislative development and WG Lawyers ○ Marine Environment Wales ○ Support of the FDWIB for the Brand
8.	<p style="text-align: right;">Andy Richardson</p> <ul style="list-style-type: none"> • Perception that current drinks strategy is more focused on the spirits and less so on the brewing industry. Could this be because brewing is more complex than any other area? Are the views of the whole of the industry being captured? There are currently 136 Brewers in Wales who mainly deliver to a small locality within their area.
9.	<p>Any Other Business</p> <p>(1) Wales Real Food & Farming Conference - Katie Palmer To take place 11th & 12th November 2019 at Aberystwyth University Working group in place and 4 Key Themes. This will be an open event and also targeted guests to celebrate Food and Farming. It is hoped that there would be Board involvement. Minister Lesley Griffiths is to be asked to attend.</p> <p>Children’s Future Enquiry Being launched 25th April 2019 in London</p>

	<p>Developed Nations 2nd May 2019 First Minister – Mark Drakeford to attend Board to Consider AP2</p> <p>Big Lottery Intergeneration Work</p> <p>British Food Fortnight 21st September – 6th October 2019 Welsh Local Government. GJ has replied. Tool for Welsh Food</p>
9B.	<p>FDWIB 2019/20 Comms Tender – Dave Morris</p> <ul style="list-style-type: none"> • The 2019/20 Tender vacant. MA has been completed and sent up to Minister for approval.
9C.	<p>Cluster Presentation - Andrew Martin Presentation circulated prior to the meeting. Clusters are performing well. Agenda item on Clusters to feature at a future Board meeting.</p>
10.	<p>Dates for 2019 Meetings 16th July 2019 – North East Wales: venue TBC 16th October 2019 – South East Wales: venue TBC December 2019 – date and venue TBC</p>
11.	<p>There being no further business the meeting was declared closed</p>