



Llywodraeth Cymru  
Welsh Government

## **Information pack for applicants**

### **Hybu Cig Cymru (HCC) - Meat Promotion Wales Board**

#### **Appointment of Two Non-Executive Board Members – Welsh Desirable**

**Closing date: 23 January 2026**



# Hybu Cig Cymru/Meat Promotion Wales



The Commissioner for  
Public Appointments

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## Hybu Cig Cymru/Meat Promotion Wales

### Message from Huw Irranca-Davies MS, Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs, Senedd Cymru, Welsh Parliament



Thank you for considering the role of Non-executive Board Member at Hybu Cig Cymru (HCC) – Meat Promotion Wales. The work carried out by HCC is vital to both levy payers and the Welsh Government, supporting our collective ambition for an industry that is profitable, sustainable, innovative, and competitive, while also benefiting the broader rural economy.

Our vision is to secure a thriving future for Welsh farming, with a focus on sustainable food production, environmental stewardship and strong rural communities.

Food production is a cornerstone of our economy, and Wales is uniquely positioned to produce high-quality, sustainable red meat thanks to its favourable climate.

We are dedicated to fostering a vibrant and successful agricultural sector and food supply chain, which underpins the rural economy. Central to this is maintaining high standards of animal health and welfare, enhancing environmental performance, addressing the climate emergency, and promoting biodiversity on farms.

The role of public appointees is essential in driving continuous improvement within the Board, ensuring a team that is passionate about agriculture and committed to advancing, developing, and marketing Welsh red meat.

## Hybu Cig Cymru/Meat Promotion Wales

### Message from Catherine Smith, Chair of Hybu Cig Cymru



Thank you for your interest in becoming a member of Hybu Cig Cymru.

Our organisation is committed to promoting, developing, and marketing Welsh red meat and the contributions of our Board members are crucial to our success.

As a Board member, you will have the opportunity to influence the strategic direction of Hybu Cig Cymru, ensuring that we continue to support the industry effectively and sustainably. We are looking for individuals who are passionate about the agricultural sector and red meat supply chain in Wales, possess strong leadership skills, and are willing to dedicate their time and expertise to our Vision.

*'HCC's role within the Welsh red meat industry will be to provide informed authoritative leadership to grow the industry by enabling and promoting improved productivity, increased competitiveness, trade development and marketing of the product.'*

This is an exciting time to be joining the Board of HCC as the organisation is about to embark on the delivery of a new business plan based on its most recent Vision 2030 strategy. If you are interested in this role, or if you have any questions, please do not hesitate to contact us. We look forward to the possibility of working with you and benefiting from your valuable contributions.

Thank you for your interest in the appointment of Board Members to Hybu Cig Cymru-Meat Promotion Wales (HCC).

# Hybu Cig Cymru/Meat Promotion Wales

## MAKING AN APPLICATION

### Key facts about the post

#### Location

Board meetings are usually held in Aberystwyth with industry meetings, briefings, events and shows taking place across Wales, the UK and possibly worldwide.

However, some hybrid/virtual meetings may be held where necessary.

#### Remuneration

The post of HCC Board Member is remunerated at £310 per day.

Travel and other reasonable expenses that might be incurred in conducting work for HCC can be claimed from HCC within the recognised limits. You may also be eligible to claim reimbursement for costs in relation to childcare/care of the elderly/assistant carer, whilst carrying out work on behalf of HCC.

#### Time commitment

It is anticipated the role will require a maximum commitment of **12 days per annum** to attend Board meetings (usually held in Aberystwyth) and industry meetings, briefings, events and shows (across Wales, the UK and worldwide).

#### Tenure of office

The Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs determines the length of the appointment, which will be for up to a maximum of three years and we will be looking for the successful candidate to take up the position in April 2026.

The attached Annexes provide details on the role of Board Members and the person specification, the role and responsibilities of HCC and the selection process.

To make an application, please visit the Welsh Government [vacancies](https://cais.tal.net/vx/lang-en-GB/mobile-0/appcentre-4/brand-7/xf-509f77e961d6/candidate/jobboard/vacancy/6/adv/) page.  
<https://cais.tal.net/vx/lang-en-GB/mobile-0/appcentre-4/brand-7/xf-509f77e961d6/candidate/jobboard/vacancy/6/adv/>

To apply for this role, click on the vacancy and click on 'apply' at the bottom left hand corner.

The first time you apply for a post, you will need to [register](#) on the Welsh Government online application system. You will only need to register once, after which you can track the progress of your current application, and any future applications via your online registered account.

When you have completed registration, you will be able to access the application form. To apply, you will need to upload a personal statement and CV with your online application form.

# Hybu Cig Cymru/Meat Promotion Wales

## Personal Statement

The personal statement is your opportunity to demonstrate how you meet each of the criteria set out in the person specification. How you choose to present the information is your choice. You should, however, aim to provide detailed examples demonstrating how your knowledge and experience match each of the criteria, and your role in achieving a specific result.

Some candidates find it helpful to use the **STAR** approach when presenting evidence as it provides structure and focus to examples in both the personal statement and the interview.

- **Situation:** briefly describe the context and your role
- **Task:** the specific challenge, task, or job that you faced
- **Action:** what you did, how and why you did it
- **Result:** the outcomes and what you achieved through your actions.

**Please limit your personal statement to no more than 2 (two) pages. Your application may be rejected if you exceed this limit.**

## CV

Please ensure your CV includes brief details of your current or most recent post and the dates you occupied the role. Please identify any past or present Ministerial appointments.

## Indicative timetable

Closing date: **23 January 2026**

Shortlisting: **February 2026**

Interviews: **February 2026**

Appointment: **April 2026**

Please note, application forms received after the closing date will not be considered unless a reasonable adjustment has been requested under the Disability Confident Scheme.

## Diversity Statement

The Welsh Government recognise the value of having public bodies reflecting a wide range of cultures, identities and backgrounds. We encourage applications from all parts of society and want to appoint from the widest and most diverse pool of talent.

## Hybu Cig Cymru/Meat Promotion Wales

We welcome applications from everyone regardless of age, marriage (including same sex marriage) and civil partnership, sexual orientation, sex, gender identity, impairment or health condition, race, religion or belief or pregnancy.

We are committed to recruiting women, Black, Asian and Minority Ethnic people, disabled people and members of the LGBTQ+ community, who are currently under-represented in board positions at public bodies.

### Disability Confident

The Welsh Government accepts the social definition of disability, in which it is recognised that barriers in society act to disable people who have impairments or health conditions, or who use British Sign Language (BSL).

We are committed to removing barriers so all staff can perform at their best. The Equality Act 2010 uses the medical definition of disability “a physical or mental impairment which has a substantial and long-term impact on a person’s ability to carry out normal day-to-day activities”.

We guarantee to interview anyone who is disabled, whose application meets the minimum criteria for the post. By ‘minimum criteria’ we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence for the role and any qualifications, skills or experience defined as ‘essential’.

We are committed to the employment and career development of disabled people. If you would like a guaranteed interview, please contact the Public appointments Team via email at [publicappointments@gov.wales](mailto:publicappointments@gov.wales).

If you have an impairment or health condition or use BSL and need to discuss reasonable adjustments for any part of this recruitment process, please contact please contact the Public appointments Team via email at [publicappointments@gov.wales](mailto:publicappointments@gov.wales) as soon as possible to discuss your requirements and any questions you may have.

### Contacts

For further information regarding the selection process, please contact Public Appointments Team  
Email: [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

For further information regarding the role of Hybu Cig Cymru and the role of Board Members please contact:

Maria Richards, Head of Future Farming Policy Division  
Welsh Government  
Email: [Maria.Richards@gov.wales](mailto:Maria.Richards@gov.wales)

## Hybu Cig Cymru/Meat Promotion Wales

Catherine Smith  
Chair of Hybu Cig Cymru  
Email: [hccchair@hybucig.cymru](mailto:hccchair@hybucig.cymru)

If you need any further assistance in applying for this role, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales)

For further information about Public Appointments in Wales, please visit [www.gov.wales/publicappointments](http://www.gov.wales/publicappointments)

### HCC Board Member Role Description and Person Specification

#### Role and responsibilities

The role of the Board is to oversee the executive and provide effective leadership, defining and developing strategic direction and setting challenging objectives, promoting high standards of public finance, and upholding the principles of regularity, propriety, and value for money.

The key responsibilities of the Board will be to:

- Support the delivery of the recently completed 'Vision 2030' for HCC – the three priorities being:
  1. Increase the volume and value of branded Welsh red meat sold;
  2. Develop and lead the implementation of initiatives that improve the economic and environmental sustainability of the red meat industry in Wales;
  3. Proactive, robust and evidence based advocacy of the industry.
- Promote HCC's leadership role across the red meat sector.
- Represent HCC at industry and stakeholder events and meetings with Welsh Government.
- Oversee the delivery of the HCC Business Plan 2026-2030 and the HCC Operational Plan through the Board.
- Ensure systems are in place to monitor the effectiveness of HCC and Board Members have accurate, timely and clear information on the company's performance.
- Maintain sound corporate governance and ensure all activities are discharged with probity and propriety
- To act as Ambassadors for the organisation and play a key role in promoting the views of HCC to the general public.

# Hybu Cig Cymru/Meat Promotion Wales

## Person Specification

To be considered, you **must** be able to demonstrate you have the competencies to meet **all essential criteria** for appointment:

## Essential Criteria

### **SECTOR KNOWLEDGE AND UNDERSTANDING**

An in-depth understanding of the agriculture sector, particularly within the context of the broader red meat supply chain, is essential. This encompasses experience with the unique challenges and opportunities faced by the industry, as well as an appreciation of how different components of the supply chain interact and contribute to overall sector performance.

### **BOARD RESPONSIBILITY AND UNDERSTANDING**

Ensure that the Board functions efficiently and effectively, adhering to established frameworks and best practices. This involves maintaining robust oversight of Board policies and procedures, fostering a culture where transparency and accountability are prioritised, and ensuring that all Board activities are conducted in line with both regulatory and ethical standards. Additionally, a demonstrated ability to collaborate effectively within teams and to work towards shared objectives is vital to the Board's success.

### **CORPORATE GOVERNANCE INCLUDING FINANCE**

A comprehensive knowledge of corporate governance principles and financial management is required. This includes the capacity to critically analyse and assess corporate reports, financial statements, audit findings, and remuneration reports, ensuring that the Board upholds its responsibilities and maintains high standards of governance.

## Experience and Knowledge: Specialist Criteria

To ensure a cross section of skills on the HCC Board, the Welsh Government will prioritise appointments for candidates with the following specific skill sets/experience at senior level:-

- Knowledge and experience of the Red Meat Supply Chain
- Knowledge and experience of Sustainable Land Management principles
- Knowledge of brand marketing and communications

In addition to the specialist skills, it is **desirable** Board Members have the following skills:

- An ability to constructively challenge
- A proven track record in building relationships with a range of stakeholders
- Possesses strong communication abilities, adept at conveying complex information with clarity and precision while consistently respecting differing perspectives.

# Hybu Cig Cymru/Meat Promotion Wales

## Welsh Language Skills requirements

For these two Board Member posts, Welsh language skills are **desirable**. Candidates for these positions must possess the necessary proficiency in Welsh to effectively perform their duties.

Welsh language skills **desirable**

**Understanding:** Can understand basic conversations about everyday topics

**Reading:** Can read some basic words and phrases with understanding

**Speaking:** Can converse in simple work-related conversations

**Writing:** Can write basic messages on everyday topics

## Eligibility

Candidates should also note that membership of Hybu Cig Cymru is a disqualifying office for membership of the Senedd Cymru under the Senedd Cymru (Disqualification) Order 2020.

[The Senedd Cymru \(Disqualification\) Order 2020 \(legislation.gov.uk\)](https://legislation.gov.uk).

## Conflict of Interests

When applying, you will be asked to declare any private interests which may or may be perceived to conflict with the role and responsibilities of a board member of Hybu Cig Cymru including any business interests and positions of authority outside of the role in Hybu Cig Cymru.

Any conflicts of interest will be explored at interview. If appointed, you will also be required to declare these interests on a register which is available to the public.

## Due Diligence

Welsh Government Public Bodies Team will undertake due diligence checks on all candidates successfully sifted to interview. This will include, but not necessarily be limited to, social media and internet searches. As a result, you may be asked questions at interview in relations to any findings from due diligence searches.

## Standards in Public Life

You will be expected to demonstrate high standards of corporate and personal conduct. All successful candidates will be asked to subscribe to the Code of Conduct for Board Members of Public Bodies.

[2025-10-30 Governance Code on Public Appointments - October 2025](#)

[The Seven Principles of Public Life - GOV.UK](#)

### **The Role and Responsibilities of Hybu Cig Cymru (HCC)**

#### **Organisational mission and remit**

Hybu Cig Cymru – Meat Promotion Wales (HCC), based in Aberystwyth, is the industry-led organisation responsible for the development, promotion and marketing of Welsh red meat. It was founded in 2003 and was established as a body wholly owned by Welsh Ministers in 2007. Its mission is to support the development of a profitable, efficient, sustainable, innovative and competitive industry, which is resilient to political and environmental change and benefits the people of Wales.

To support our Levy Payers (both producers and processors) HCC collaborates with all sectors of the red meat industry, from farmers to retailers, and works to build the industry and develop profitable markets for PGI Welsh Lamb, PGI Welsh Beef and Pork from Wales. We ensure that our staff, who are industry experts, deliver cross team collaboration and insight to deliver the best outcomes for the red meat sector in Wales.

In the UK and in many important markets worldwide, HCC works with retailers, processors and food service operators to strengthen business opportunities and undertakes regular promotional programmes for Protected Geographical Indication (PGI) Welsh Lamb and PGI Welsh Beef. Across the whole supply chain, HCC undertakes research and development, shares information and supports training, to ensure the Welsh red meat industry is in a position to improve quality, increase cost-effectiveness and add value to Welsh red meat products. This is undertaken whilst Wales's unique sustainability credentials are maintained and, where possible, enhanced.

In 2024 the Welsh aggregate agricultural output valued just over £2.21 billion. Gross output from cattle and sheep is estimated to be 40% of the value of agricultural output in Wales. The majority of red meat produced in Wales is consumed domestically in the UK, however, a significant proportion serves a growing export market. In 2024, exports of Welsh red meat valued £277.4 million.

The majority of HCC's funding comes from the Welsh Red Meat Levy, a collaborative contribution from producers and slaughterers/exporters, applied to all cattle, sheep, and pigs slaughtered in Wales or exported live. For the fiscal year 2025/2026, HCC has set an ambitious budgeted income of £4.2 million.

#### **EID Cymru**

HCC's subsidiary company EID Cymru manages an electronic sheep identification system on behalf of the Welsh Government which monitors and tracks records of all sheep movements in Wales. The system is due to be expanded soon to include all Bovine regulatory movements, extending EID Cymru's database and providing a

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major data opportunity for insights and intelligence for multi-species primary producers and the industry.

You can find out more about HCC by visiting [www.meatpromotion.wales](http://www.meatpromotion.wales)

### The selection process

The interview panel will assess candidates' CVs and personal statements to determine who it believes best meet the criteria for the role, and who will be invited to interview. The panel will rely only on the information you provide in your CV and personal statement to assess whether you have the skills and experience required.

#### **Please ensure you provide evidence to support how you meet all of the essential criteria.**

The selection panel will be chaired by Maria Richards, Head of Future Farming Policy, Welsh Government, supported by Catherine Smith, HCC Chair (Body Representative) and Kevin Thomas, Wales Director, Lantra (Independent Member).

Your application may be "long-listed," subject to the volume of applications received, before it is passed to the selection panel for consideration. You should be aware that in this situation your application might not be considered in full by all of the panel.

We anticipate that during February 2026 the panel will have decided who will be invited for interview in February 2026. It is our intention that interviews will take place in-person in Llandrindod Wells.

The panel will select for interview only the strongest applicants who it feels have demonstrated that they best meet the criteria set out in the person specification. However, if you have applied under the guaranteed interview scheme and you meet the **essential minimum criteria** for the post, you will also be invited to attend an interview.

If you are invited to interview, and the date of the interview is not already provided in this information pack, we will aim to provide you with as much notice as possible of the interview date. If you are unable to make the arranged date, we will endeavour to re-arrange it, but it may not be possible due to time constraints within the appointment timetable or selection panel availability.

You will receive email communication from Welsh Government's application centre to let you know if you have been invited to interview.

If you attend an interview, the panel will question you about your skills and experience, asking specific questions to assess whether you **meet the criteria** set out for the post.

Candidates who the panel believe are 'appointable' will be recommended to the Minister, who will make the final decision. The Minister may choose to meet with appointable candidates before making their decision. If they do, they will meet all candidates in the presence of the panel chair, or their nominated representative.

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There will be a time gap between interview and a final appointment decision being made. Candidates who have been interviewed will be kept informed of progress.

If you are successful, you will receive a letter appointing you as Board Member of the Hybu Cig Cymru, which will confirm the terms on which the appointment is offered.

### Queries

For queries about your application, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales).

### If you are not completely satisfied

Welsh Government will aim to process all applications as quickly as possible and to treat all applicants with courtesy. If you have any complaints about the way your application has been handled, please contact [publicappointments@gov.wales](mailto:publicappointments@gov.wales).

Additionally, you can write to the

**Office of the Commissioner for Public Appointments**, Ground Floor, 1 Horse Guards Road, London, SW1A 2HQ, or via email at [publicappointments@csc.gov.uk](mailto:publicappointments@csc.gov.uk)