

## FORESTRY COMMISSION WALES NATIONAL COMMITTEE MINUTES OF MEETING HELD ON 14<sup>TH</sup> MAY 2010 IN CARDIFF

**Present:** Jon Owen Jones, Chairman  
Roger Cooper  
Trefor Owen  
Clive Thomas

Judith Webb  
John Lloyd Jones  
Peter Garson  
Rory O'Sullivan

**Also attending:** Martin Veale  
James Laing (Secretariat)

Sam Argent

### INTRODUCTION

1. JOJ welcomed Sam Argent to the meeting.

### MINUTES AND MATTERS ARISING

2. The minutes of 26th March were approved as a true record.
3. TMO confirmed access to grants for non-agricultural owners being investigated by FCW, and supported by DRA. FCW also working closely with WAG and Fera on P. ramorum outbreaks.

**Action: Update committee at next meeting on grants for non-agricultural owners**  
**Resend BWW grant spend figures to committee**  
**Brief committee on Coed y Brenin centre of excellence project**

TMO  
JL  
PG

### DIRECTOR'S REPORT

4. TMO commenced his report by seeking feedback from the recent All Staff Meeting. The committee suggested more time for the Q&A and opportunity for staff to ask questions directly on the day. JW highlighted the need for messages to be reinforced to staff after the event through internal communications.
5. PG updated the committee on Newborough and confirmed the science review complete. This will lead to a plan for the whole forest, which should be better understood by interested parties. A WSAP sub-committee may be asked to provide assurance to Director on the Management Plan.

6. JW feedback to the committee concerns regarding the lack of a “human angle” in text responses generated by the new e-recruitment process.

## **FINANCE REPORT**

7. FY08/09 – WAO are satisfied with the restated accounts.
8. FY09/10 - MV reported that the figures in the current report were unchanged from the last report. Draft accounts being prepared in readiness for signing off at the Audit & Risk Committee in July. MV highlighted the identified £1million savings being delivered through the Procurement Delivery Plan.
9. FY10/11 – MV confirmed the budget had been set and FCW will respond to future financial changes as advised by DRA. There now existed a high level financial summary in the Corporate Plan 2010 - 2013. MV advised the committee that the July finance report would contain new financial headings against corporate plan objectives. There followed a discussion on future budgets and impacts on FCW. The committee noted the report.

## **PERFORMANCE AND BUSINESS MEASURES REPORT**

10. CT presented the report and the committee discussed several performance measures such as thinnings, forestry sector gross value added and native woodland condition terminology.
11. The committee noted the business measure on Staff Diversity was not being met. TMO responded that low recruitment made it difficult to meet this target. ROS added that the important point to note was that mechanisms were in place to deliver the target. RC highlighted the target on Business Sustainability as a good news story for FCW.
12. TMO summarised by thanking CT for capturing and analysing data and presenting in a clear, formal report.

## **COMMUNICATIONS**

13. Sam Argent gave an update on Communications covering progress over the last year and a forward look.

# National Committee

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14. Communications Strategy - JLJ said the strategy read well but there was a lack of clarity regarding the identity of FCW e.g. were FCW a brand on their own or part of WAG. ROS added that there needed to be clarity on this matter. CT responded that FCW communicated what we are doing on behalf of the Minister's Strategy. Sam Argent confirmed that FCW does have links with WAG Communications team in Aberystwyth and Cardiff.

15. There followed a discussion on targets and mechanisms of communications. ROS highlighted that very few people read the Welsh broadsheets. Traditional communication channels were no longer as relevant as they used to be, and ROS questioned how many people actually know what FCW do and the function of WAG. TMO emphasised that we now had greater discipline in how we presented FCW through communication channels and CT reminded the committee that messages were now aligned with the Corporate Plan. TMO confirmed the business was prepared to deal with negative publicity when it arises. JW welcomed the focus on internal communications within the strategy. The committee noted the revised strategy.

**Action: Discuss FCW brand and relationship with WAG with Sara Moseley**

**Sam Argent**

## **ANNUAL REPORT AND ACCOUNTS 2009/10**

16. JL introduced the draft Annual Report minus the accounts. TMO reminded the committee that this was a concise document to meet the needs of the business and present the accounts. The committee suggested that Appendix 2 Assembly Government Woodland Estate statistics should be included in the Annual Corporate Plan revision.

**Action: Explain trends in Appendix 2 with commentary**

**JL**

**Next meeting – 16th July in Bangor**