

# MINUTES OF VMD MANAGEMENT BOARD MEETING HELD ON 12 SEPTEMBER 2019

Members	Others Present
Julia Drown – Chair David Catlow David Corner	Paul Green – VMD Abigail Seager - VMD Mike Griffiths – VMD Linda Simmons – VMD
Observers	Matthew Isted - VMD Chris Abbott – VMD: Note taker

- 1. Apologies for absence and announcements**
  - 1.1 Apologies were received from Peter Borriello, Christine Middlemiss and David Kennedy.
  
- 2. Declarations of interest in the matters to be discussed**
  - 2.1 None
  
- 3. Minutes of the last meeting** **VMDMB 19/20**
  - 3.1 The minutes were agreed.
  
- 4. Matters Arising** **VMDMB 19/21**
  - 4.1 There were no matters arising.
  
- 5. Focus topic: VMD engagement with NGO stakeholders**
  - 5.1 Matthew Isted from the VMD’s Communications team explained how the VMD engages with a variety of stakeholders in order to get its messages out and develop useful relationships. Animal welfare charities represent a trusted conduit for animal owners and are particularly useful for making major announcements and raising awareness of issues. The VMD also has stands at several pet shows each year and communicates regularly with internet retailers and vets.
  
  - 5.2 EU Exit communications have focussed on main stakeholder groups affected by no-deal Brexit. Direct contact with animal owners has been deliberately avoided to minimise risk of raising unfounded fears. Charities are an important conduit for messages of reassurance about availability of medicines, especially to counter any misinformation.
  
- 6. CEO’s Report** **VMDMB 19/25**
  - 6.1 The CEO’s report was presented and reviewed. It was noted that VMD are in discussions with Norbrook Laboratories about incorrect antimicrobials sales data they had submitted and an update would be provided at the next meeting.  
**ACTION**
  
- 7. Delivery against the Business Plan 2019/20** **VMDMB 19/22**
  - 7.1 Members noted that excellent progress had been made against the business plan for this year. The VMD is still not included in Defra’s people finder directory and David Corner offered to write to the appropriate authority to try and get this resolved. VMD would advise him further.  
**ACTION**

- 8. Finance Report** **VMDMB 19/23**  
8.1 The Finance Report was reviewed.
- 9. Management Board Work Plan** **VMDMB 19/24**  
9.1 The Work Plan was reviewed.
- 10. Any Other Business**  
10.1 There was no other business.
- 11. Future meetings**  
11.1 The next meeting will be held on 12 September 2019.

**Veterinary Medicines Directorate  
September 2019**