
NORTH WALES ECONOMIC AMBITION BOARD 30/07/21

Voting Members – Councillors:- Hugh Evans (Denbighshire Council), Llinos Medi Huws (Isle of Anglesey County Council), Charlie McCoubrey (Conwy County Borough Council) and Dyfrig Siencyn (Gwynedd Council) (Chair).

Advisors – Dafydd Evans (Grŵp Llandrillo Menai), Maria Hinfelaar (Glyndŵr University), Askar Sheibani (Business Delivery Board), George Fisher (Coleg Cambria) and Professor Paul Spencer (Bangor University).

Chief Officers – Annwen Morgan (Isle of Anglesey County Council), Iwan Davies (Conwy County Borough Council), Colin Everett (Flintshire Council), Graham Boase (Denbighshire Council), Dafydd Gibbard (Gwynedd Council) and Ian Bancroft (Wrexham County Borough Council).

Officers in attendance – Dafydd L. Edwards (Statutory Finance Officer – Host Authority), Iwan Evans (Monitoring Officer – Host Authority), Alwen Williams (Portfolio Director), Hedd Vaughan-Evans (Operations Manager), Nia Medi Williams (Senior Operational Officer), Sian Pugh (Group Accountant – Corporate and Projects), Robyn Lovelock (Growth Deal Programme Manager) Henry Aron (Energy Programme Manager), David Mathews (Land and Property Programme Manager), Elgan Roberts (Energy Project Manager), Kirrie Moore (Digital Connectivity Project Manager), Sara Jones (Procurement and Social Value Manager), Catherine Evans (Digital Project Officer), Cath Morris-Roberts (Project Manager, Skills and Employment), Elin Angharad Evans (Skills and Employability Graduate Project Manager), Gerallt Llewelyn Jones (Menter Môn), John Jenkins (Menter Môn), Annes Sion (Democracy Team Leader – Host Authority) and Eirian Roberts (Democracy Services Officer – Host Authority).

1. APOLOGIES

Apologies were received from Cllr Ian Roberts (Flintshire County Council), Cllr Mark Pritchard (Wrexham County Borough Council), Professor Iwan Davies (Bangor University), Yana Williams (Coleg Cambria) and Jane Richardson.

2. DECLARATION OF PERSONAL INTEREST

A declaration of Personal Interest was received from Dafydd Evans in item 8 – as it was an application involving Grŵp Llandrillo Menai and he therefore withdrew from the meeting for the discussion on the business case.

A declaration of Personal Interest was received from Professor Paul Spencer in item 9 – as it was an application involving Bangor University, and therefore he withdrew from the meeting for the discussion on the business case.

A declaration of Personal Interest was received from Askar Sheibani in item 9 – as he was involved in the application and therefore he withdrew from the meeting for the discussion on the business case.

3. URGENT BUSINESS

None to note.

4. MINUTES OF THE PREVIOUS MEETING

The Chair signed the minutes of the previous meeting of the NWEAB held on 18 June 2021 as a true record.

5. NORTH WALES GROWTH DEAL - QUARTER 1 REPORT

The report was submitted by Hedd Vaughan-Evans, Operations Manager.

RESOLVED

To note and accept the Quarter 1 Performance Report and updated Portfolio Risk Register.

To approve the submission of the Quarter 1 Performance Report to the Welsh Government and UK Government as well as the local authority scrutiny committees.

REASONS FOR THE DECISION

In December 2020, the NWEAB and the Welsh and UK Governments agreed the Final Deal Agreement for the North Wales Growth Deal. Regular reporting on progress against the North Wales Growth Deal is one of the requirements of the Final Deal Agreement.

DISCUSSION

The report was presented noting that the format of the report was similar to the previous reports submitted to the NWEAB. An overview was given on the progress of the Growth Deal programmes and projects. It was explained that Morlais was the first Outline Business Case to be considered and approved by the Board and it was noted that the assurance process had been approved by Welsh Government. It was stated that another two Outline Business Cases had commenced the approval process and would be submitted to the Board later on in the meeting.

It was noted that the majority of programmes and projects reported as 'Amber' in the report following a review of the timeframes for developing business cases. Attention was drawn to the four issues that reported 'red' namely Full Fibre in key sites, Connected Campus, Bodelwyddan Strategic Site and Caergybi Port. It was explained that they reported as 'red' as a result of risks in the scope of the projects or significant delay in the timeframes.

It was stated that a number of Procurement activities had now been completed and these included a Study to support Connected Corridors. In terms of the portfolio risk register it was noted that the risk profile of the Plan was stable. It was highlighted that the risk on affordability had increased as a result of a significant increase in building costs over the last few months. It was explained that this had an impact on Growth Agreements and other Towns and was being monitored. In addition, it was highlighted that there were some significant risks involved with some individual projects as well as safeguarding the private sector investment in the Plan.

During the discussion, the following matters were raised:-

- It was noted that in terms of building costs increasing in the last few months there was a need to highlight this problem to the Governments before costs were confirmed. It was explained that the Governments were aware of this

and the plan had some advantage as there was plenty of planning time that gave an opportunity for the market to settle down.

- It was asked if the status of some plans were red, and did not move to amber or green, if there was a need to ask if such a plan was viable. It was explained that the plans were flexible and were being developed in accordance with their readiness and not priorities.

6. BRAND AND WEB SITE

The report was submitted by Alwen Williams (Portfolio Director).

RESOLVED

To endorse the proposed new brand for the North Wales Economic Ambition Board and the North Wales Growth Deal subject to adapting the logo following consultation with the members at the next meeting.

REASONS FOR THE DECISION

The Economic Ambition Board's current brand and website were developed during the early days of the Board's establishment. With the Final Deal Agreement signed, and the Portfolio Management Office moving to the delivery phase of the Growth Deal projects, it was timely to refresh and relaunch the brand and website.

DISCUSSION

The report was presented and it was noted that the Economic Ambition Board's current brand and website had been developed during the early days of the Board's establishment. It was noted that with the Final Deal Agreement signed, and the Portfolio Management Office moving to the delivery phase of the Growth Deal projects, it was timely to refresh and relaunch the brand and website. It was stated that the logo was dated and it did not reflect the ambitious nature of the Board in terms of transforming the economy of North Wales. It was added that the website was currently hosted by Business Wales and it was proving complex to use.

Tinint had been commissioned to re-brand and develop the new website following a successful tendering process. The brief given to them to highlight a fresh, innovative, ambitious and professional brand was noted together with a website that would be a platform to promote the region, the work of the Ambition Board and to share progress and information about the Growth Plan. The brand that Tinint had worked upon to develop with the Portfolio Management Office was submitted, it was explained that the brand name had been modified to 'Uchelgais Gogledd Cymru / Ambition North Wales' and this would be the general name for the Growth Vision and what the board is seeking to deliver for the region.

It was highlighted that market research had been conducted regarding the logo and the new brand with a sample of 160 individuals split into three groups – Public Sector, Young People and Businesses. It was stressed that Ambition North Wales was the brand that was favoured in the market research. The favoured Brand, colours and logo were also presented, requesting the Board's support.

During the discussion, the following matters were raised:-

- Support for the brand and the name were highlighted, however attention was drawn to an issue with the logo. It was noted that although it was an abstract logo it had 6 sections as the region's counties and that Conwy

appeared to be smaller than the others. It was explained that it did not represent this, however, it was suggested that there was a need to look again at the size.

- Support was expressed for the brand and website, and it was noted that it highlighted that the plan was much more than a Growth Deal.
- The brand and the colours were accepted in principle. The Portfolio Management Office was asked to go back to Tinint and perhaps adapt the logo a little for re-submission to the Board in September.

7. EXCLUSION OF PRESS AND PUBLIC

It was agreed to exclude the press and public from the meeting during the discussion on the following item due to the likely disclosure of exempt information as defined in paragraph 14, Schedule 12A of the Local Government Act 1972 – Information about the financial or business transactions of any specific person (including the authority that retains that information).

There is an acknowledged public interest in openness in relation to the use of public resources and related financial issues. It is also acknowledged that there are occasions, in order to protect public financial and commercial interests, where matters related to such information need to be discussed without being publicised. The report is specifically regarding financial and business matters together with associated discussions. The publication of such commercially sensitive information could adversely affect the interests of the bodies and the Councils and undermine the confidence of other Growth Deal participants in sharing sensitive information for consideration. This would be contrary to the wider public interest of securing the best overall outcome.

8. GLYNLLIFON RURAL ECONOMY HUB OUTLINE BUSINESS CASE

The report was submitted by Robyn Lovelock, Programme Manager.

DISCUSSION

The presentations were accepted, however, no resolution was made as a result of being inquorate.

9. DIGITAL SIGNAL PROCESSING CENTRE OUTLINE BUSINESS CASE

The report was presented by Stuart Whitfield, Digital Programme Manager.

DISCUSSION

The presentations were accepted, however, no resolution was made as a result of being inquorate.

The meeting commenced at 2.30 pm and concluded at 3.50 pm

CHAIRMAN