

# GWYNEDD COUNCIL CABINET

## REPORT TO THE CABINET

13 September, 2016

**Cabinet Member:** Cllr. Mandy Williams-Davies, Cabinet Member for Economy & Community

**Subject:** Performance Report Cabinet Member for Economy & Community

**Contact Officer:** Iwan T. Jones, Corporate Director

---

### The decision sought

Accept and note the information in this report.

---

### Local Members' Views

Not a local matter.

---

## 1. INTRODUCTION

- 1.1. The purpose of this report is to provide an update on what has been achieved in the field of my responsibility as a Cabinet Member for Economy and Community. This report will include an outline of the latest against the pledges made in the Strategic Plan; the performance measures, and the latest on efficiencies and cuts.

## 2. REASONS FOR RECOMMENDING THE DECISION

- 2.1. To ensure effective performance management.

## 3. STRATEGIC PLAN PROJECTS

A brief progress report on the Strategic Plan projects 2016-17 can be seen below. To remind Members, the Strategic Plan wording is noted in blue.

### 3.1 T1 High Value and Quality Jobs

**The purpose of this project is to create the conditions in order to generate high value and quality jobs in the county.**

**Cyswilt:**  
01286 679868  
01286 679490

[cabinet@gwynedd.gov.uk](mailto:cabinet@gwynedd.gov.uk)



## **Project Progress:**

### **i. Sectors**

In order to promote the digital sector specifically, the project has recruited five local young people to work with digital businesses in Parc Menai over the Summer to promote the opportunities available in the County. With regard to the creative sector, discussions regarding further co-operation between BAFTA Cymru and the Creative North are ongoing.

### **ii. Investment in the Trawsfynydd and Llanbedr Area**

The project has responded and contributed to the work of the Welsh Government Task Force regarding responding to the job losses resulting from the decommissioning of Trawsfynydd and Wylfa. The Leader is a Member of the Task Force and officers from the Department contribute to the work of the associated officers group. Specifically, we are working to ensure that the individual needs of Meirionnydd are addressed beyond what will be provided at Wylfa, reflecting the more serious effect of these job losses in this area. The high level lobbying regime to secure a spaceport in Llanbedr and developing an SMR powerhouse on the Trawsfynydd site is continuing.

I attended conferences on both fields in London during the period in question together with meetings with several influential organisations and individuals within the fields to promote the case of Gwynedd for investment.

## **3.2. T2 Keeping the Benefits Local**

**The purpose of this project is to ensure that the county's businesses have the knowledge and ability to take advantage of the Council's new procedure for the procurement of goods and services.**

## **Project Progress:**

### **i. Maximise the amount the Council spends with local businesses**

A draft communication plan has been drawn up for engaging with departments and the market, and a company has been appointed to develop the project brand. Several messages to highlight local opportunities have been shared and the Communication Unit is drafting a press release following the Council's success in winning a national procurement award during the procurement week held by the University. The project is also trying to consider analysing information about contracts which are offered to subcontractors in order to obtain a full and more balanced picture of the effect of our procurement expenditure as a Council.

### **ii. Implementing Category Management Arrangements within Gwynedd Council**

The work of implementing a structure for the people category has been completed and plans are already underway. In terms of the Environment and Corporate categories, with the assistance of the Institute for Procurement and Competition at Bangor University, work to engage with

the Council departments has been completed, and the report has been distributed to the Heads. Professor Dermot Cahill will attend a meeting with Cabinet Members in September to submit his findings and to further discuss the matter.

### **3.3. T3 Digital Gwynedd**

**The purpose of this project is to support the efforts made to transform the use made of technology by Gwynedd businesses, services and residents by ensuring that there is a provision of up-to-date broadband across the County.**

#### **Project Progress:**

Since I last reported, the project has been focusing on discussing alternative methods of sparking interest among businesses of the support available via the Superfast Business Wales Programme. The assistance available includes on-line workshops and one-to-one support.

Recent data (note that the information received is confidential) is a cause of concern for me as, although nearly 4,000 homes/businesses have been served by fibre provision to individual properties via the Superfast Wales programme, which is the highest number in Wales, fewer than 250 (namely 5%) have subscribed to the provision. We must raise awareness among businesses and homes which are eligible to receive this provision. It is fair to say that this will be challenging, but we will need to think of different and innovative ways to market the provision available. I have asked the Economy Department to focus on this over the coming period so that we can see an increase in the number of people who subscribe.

On a positive note, a pilot scheme to provide public wi-fi in Aberdaron, taking advantage of the superfast broadband provision in the County is going from strength to strength with approximately 2,000 users to date, and approximately 50 have paid to have extended access. This project collaborates closely with the T4 Supporting the Rural Economy project in order to trial this provision, with the intention of developing guidance for other community to emulate the Aberdaron example in future.

### **3.4. T4 Supporting the rural economy**

**The purpose of the project is to create the conditions to strengthen Gwynedd's rural economy and encourage local enterprises to establish and develop in order to maintain employment across Gwynedd's communities. The project will focus on building on Gwynedd's strengths and we will direct efforts to the most rural areas of the County.**

#### **Project Progress:**

The Llŷn and Eifionydd Employment Plan has been discussed and adopted at the Cabinet meeting on 28 June. The plan will now be designed and published formally.

To date, 15 further trials are operational through the LEADER programme in Gwynedd including joint working space for businesses, public wi-fi service in rural villages, investment fund to try to encourage more entrepreneurship. Further research/development is underway via LEADER in the following fields:

- The dark sky designation of the National Park area;
- Shopping service for the elderly;
- Taking advantage of the County's heritage and particularly the possibility of a World Heritage Site designation for the slate industry;
- Specialist support to model new ways of providing non-statutory services;
- Supply chains/food and drink producers' network.

Discussions have been held recently between the North Wales areas in order to develop a collaborative application within the food and drink field, looking specifically at support for food festivals and developing 'food trails'. An event will be held with representatives of the food and drink field in order to identify the need in the field.

It is fair to say that it is too early to measure whether these activities are having an effect on the residents and communities of Gwynedd as most schemes are only just starting. However, the project team will evaluate and collect data on the LEADER schemes mentioned above during the Summer which will give us a much better idea as to whether the projects are having a real effect.

### **3.5. T5 World Heritage Site**

**The purpose of this project will be to create an economic benefit of Gwynedd's rich heritage. We will focus on existing World Heritage Sites and will submit a case for World Heritage Site status for parts of the slate valleys.**

#### **Project Progress:**

By now, a memorandum of understanding has been signed by each partner to commit to supporting the Slate Wales nomination. The team has been appointed under the guidance of Govanon Consultancy to develop the full nomination, the site management plan and the relevant documentation to ensure that it is a strong nomination. In terms of timescale, the nomination will be sent to the technical evaluation group in September 2017, expecting approval by February 2018.

By collaborating with CADW, Gwynedd has attracted the annual 'World Heritage UK' conference to Caernarfon in October. Over 100 people will attend and will be able to see the Edward I Heritage Site as well as the proposed sites of the slate nomination.

### **3.6. T6 Improving access to employment for the people of the county and responding to barriers**

**The purpose of this project will be to facilitate and implement a package of projects in order to support vulnerable individuals into work. It is a regional project and Gwynedd has been contributing towards commissioning the work.**

#### **Project Progress:**

By the end of June, 118 individuals had received support through the TRAC project with the main attention given to Year 11 pupils in order to support them to make college subject choices. The TRAC ethos of focusing on changing attitudes and mindsets from 'can't do' to 'I'll give it a go'.

We are still awaiting approval to the OPUS programme, which targets vulnerable adults. Ann Parri Williams has now been appointed Well-being Manager and is responsible for moving the project on. Once again, there is a risk here in terms of the referendum result and the implications for projects such as this.

### 3.7. T8 High Profile and Strategic Events

The purpose of this project is to attract nationally or internationally high-profile events to Gwynedd in order to take advantage of the economic and social benefit which will ensue.

#### Project Progress:

The scheme has committed to work with 18 events in 2016-17, including three major events:

- Tour of Britain
- Festival Number 6
- Stepping to the Summit events

It has also been working with the smaller events, e.g. Slateman, Land and Sea Food Festival and E-Tape Eryri. It is too soon to note the effect of these events, but it is seen that sports events figures are a little down on last year. By now, several such events are held across Britain and as there is a lot of choice available locally, people are unlikely to travel to events in other areas.

## 4. PERFORMANCE MEASURES

4.1. In **Appendix 1** you will see a copy of all measures associated with my portfolio.

4.2. Specifically, I was eager to draw attention to the following measures:

**Uchel 07** 10 new high value jobs have been created by Nmi Gaming company ([www.nmi-gaming.com](http://www.nmi-gaming.com)) which is part of an exciting cluster of technology businesses located in Parc Menai which employs approximately 200 in all. The company, and the cluster, receives support via the High Value Jobs and Digital Gwynedd programmes.

**SD08** Additional resources from the Welsh Government Vibrant and Viable Places Programme (the Caernarfon Waterfront programme) and the Welsh Government Communities for Work programme (support for the unemployed in Communities First areas).

4.3. Several of the Department's measures report annually, therefore it will be possible to report on the information when it has come to hand. I am very eager to work with the Corporate Support Department to consider our procurement measures specifically because I feel that we need to analyse how much expenditure is leaving the County, but also whether it is possible to capture information on the large contractors located outside the County but which sub-contract to local companies.

4.4. In addition, I will be working with the Economy and Community Department to ensure that the measures are fit for purpose and capture the information which is important to the people of Gwynedd.

## **5. FINANCIAL SITUATION / SAVINGS**

5.1. It is good to be able to report that all the savings which have been profiled in 2016/17, including the cuts, have been realised, and each one of the 2017/18 schemes are on their way to being realised in full and on time.

## **6. RECOMMENDATION**

6.1. Accept and note the information in this report.

---

### **Opinion of the Statutory Officers**

#### **The Chief Executive:**

"The content of this report is very important due to the importance of the field to the prosperity of the county. As the report notes, progress in some fields is quicker than others (such as the delay in subscribing to the fibre provision for individual properties) and there are some project fields which could take some time before we see a difference on the ground (such as the investment in the Trawsfynydd and Llanbedr areas). However, remaining focused on those real results for residents is extremely important."

#### **The Monitoring Officer:**

"No observations from a propriety perspective."

#### **The Head of the Finance Department:**

"I confirm with satisfaction the situation noted in part 5 of the report, namely that the relevant savings scheme have been realised, or are on their way to being realised in full and on time."

---

### **Appendices**

**Appendix 1** Measures for Economy & Community