

**Appointment of Specialist Advisors to the Joint Committee and Economic Strategy Board**

**Background to the Swansea Bay City Deal**

The Swansea Bay City Deal sets out a transformational approach to how the Swansea Bay City Region will deliver the scale and nature of investment needed to support the area’s plans for growth. The Deal stems from the recommendations of the Swansea Bay City Region Economic Regeneration Strategy 2013-2030 and involves a total investment of some £1.3 billion over a period of 15 years. This consists of £241m from UK and Welsh Governments; £396m from other public sector funding and £637m from the private sector.

The Deal provides a once in a generation opportunity to further consolidate the Region’s role in technological innovation and to become a lead innovator in developing and commercialising solutions to some of the most pressing challenges in the fields of life sciences and well-being, energy, and smart manufacturing through digital innovations and a programme of skills which is tailored to business needs.

Delivering up to 9,465 new jobs for the region, the City Deal investment will contribute to an uplift in Gross Value Added (GVA) of £1.8bn which in turn will avoid a further two decades of jobless growth.

On the 20th March 2017, the four local authorities in South West Wales namely Carmarthenshire, Neath Port Talbot, Pembrokeshire and Swansea, signed the Swansea Bay City Region City Deal agreement (Heads of Terms) with UK and Welsh Governments. The signing of the document confirmed joint commitment by all four local authorities in ensuring full implementation of the Swansea Bay City Deal proposals.

**Introduction**

In order to support the successful delivery of the Swansea Bay City Deal and in ensuring that wider economic development opportunities for the region are realised, the Swansea Bay City Deal Joint Committee has agreed that specialist advisors shall be appointed to provide expert insight and advice to the City Deal programme.

The advisors will work alongside the Economic Strategy Board (ESB) which has been established to provide private sector input and expertise to support the region’s strategic plans for economic growth.

The advisors will principally be linked to the thematic areas of the City Deal. However due to the Joint Committee’s focus on wider collaborative working in areas such as strategic transport and economic development, expressions of interest are being sought from experts representing all of the following fields:

- Digital innovation

- Skills

- Energy

- Manufacturing

- Young People

- Transport

- Local development

- Retail/F&B

- Tourism

- Micro businesses

- Heavy industry

**Role of the Advisors**

Working alongside the Economic Strategy Board, the role of the specialist advisors will be to provide expert input to support the Joint Committee and in particular the Economic Strategy Board in:

* Providing the business perspective and assurance that projects are progressing in line with sectoral needs
* Providing an expert insight into technical matters relating to the sectors
* Informing of specific trends/issues affecting the sectors
* Identifying activity/investment required to support the wider strategic vision of the Joint Committee
* Representing the City Deal in their respective sectors
* The appointed advisors may also be asked to provide advice to the Joint Committee, Programme Board and PMO, as and when required.

The advisors shall be required to report back to the Joint Committee on specific matters pertinent to the Deal.

**Selection Criteria**

All expressions of interest will be assessed against the following criteria:

Essential Experience, Skills and Attributes

* Knowledge and experience in any of the related fields
* Strong leadership and partnership ethos
* Ability to convey the views of the wider business community
* Demonstrate an understanding of the wider strategic environment

The Swansea Bay City Region recognises the importance of developing and growing the Welsh language and welcomes expressions of interest from candidates who can demonstrate their capability to work in either English or Welsh.

**Meeting Schedules**

The advisors will be invited by the Chair of the Economic Strategy Board (ESB) to attend meetings as and when specialist input is required by the Board. Meetings of the ESB are held on a monthly basis, however extraordinary meetings will be convened where deemed necessary. As a general rule, meetings will be held within the Swansea Bay Region, however there may be occasions when meetings will be held at other locations.

**Remuneration**

This is a voluntary position.

**Selection Process:**

Expression of interest will be considered by a panel of Economic Strategy Board members and appointments approved by the four leaders of the Joint Committee.

**How to submit an Expression of Interest**

To submit an expression of interest to become an advisor, please complete the attached Expression of Interest form and return to citydeal@carmarthenshire.gov.uk by Monday September 23, 2019.