

## **JULY 2019 MEETING**

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### **CARDIFF CAPITAL REGION BUSINESS COUNCIL - 2019/20 BUSINESS PLAN**

#### **REPORT OF CARDIFF CAPITAL REGION DIRECTOR**

#### **AGENDA ITEM: 6**

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##### **Reason for this Report**

1. To provide Regional Cabinet with the annual Business Plan for the Regional Business Council for 2019/20 which includes an update on activity in 2018/19.
2. To endorse the investment ask of £24,100 to undertake the activities, noting the in-kind contributions of the Business Council members and the additionality to be achieved through sponsorship support.

##### **Background**

3. The Regional Business Council is a key part of the City Deal governance apparatus and performs an important two-fold role: to ensure the voice and views of business shape and permeate City Deal strategy and delivery; and, to ensure that opportunities galvanised and catalysed by City Deal, can be accessed and led by business. The Regional Council has been in operation for over eighteen months. The Council has wisely spent the initial period, 'bedding in' – working as a team, building relationships and developing its purpose, approach and key priority areas. The Regional Business Council comprises a diverse and wide-ranging membership, covering HE, FE, Business and Industrial representatives and trade bodies.
4. The Regional Business Council has identified again this year the significance and importance of the Cardiff Capital Region having a presence on a global platform at MIPIM 2020. Whilst it is captured in the Business Plan for completeness, it should be noted that a separate report to Regional Cabinet was approved on MIPIM 2020 at its meeting of the 10<sup>th</sup> June 2019.
5. The growing synergies across the work of the Regional Business Council, Regional Economic Growth Partnership, and the Regional Skills Partnership are a further positive feature of the City Deal partnership landscape and again, these connections and overlaps are important and must be optimised. With the period of the formal commencement of the Gateway Review drawing ever closer, the current business plan is limited to the present financial year, at the end of which, outcomes can be reviewed, with a view to establishing a more medium-term approach and outlook for the Regional Business Council once the 'one year out' report is produced.

6. The Business Plan for 2019/20 (Appendix 1) provides a full year of proposed activity. The main investment and activity area set out in the Plan is the MIPIM event in March 2020, which is accompanied by small-scale but critical complementary activity, under the priority work programme headings of:
  - **Communication, Engagement and Visibility** – developing core messages, extending reach and developing the business profile of the CCR
  - **Doing business in the CCR** – setting out why the CCR isn't just open for business but why it is a great place in which to do business
  - **Promoting Challenge-led Investment** – working with partners in UK and Wales Governments and businesses across the region, to develop and enhance capability to competitively secure new and additional investment
7. The Business Plan further sets out a range of small-scale investment asks, that sit under the above headings and in addition to MIPIM, include sponsorship of and participation at Wales in London in 2020; marketing and brand development and the undertaking of workshop activity with bodies such as InnovateUK and others, in order to make wider investment opportunities and the new ways of securing investment known, visible and accessible to business, industry and entrepreneurs. It also includes a focus on sector groups to complement the activity set out in the Industrial Growth Plan; support bid submissions to UKRI and develop knowledge transfers partnerships through connections at Innovate UK.
8. The Plan is coherent, organised around priority themes and sets out the in-kind resources, input and contributions from Regional Business Council members. This is important since the ability to leverage the skills, assets and expertise of the wider business community is one of the key benefits of its establish. It recognises feedback from the first Baseline Report from SQW and places a focus on enhanced and increased 'Business to Business' engagement.

### **Reasons for Recommendations**

9. The reasons for the recommendations contained in this report are:
  - To provide Regional Cabinet with the Business Plan for the Regional Business Council in 2019/20;
  - To establish the resourcing plan with which to deliver activity in 2019/20;
  - To in-build the flexibility to review the Business Plan and work programme, to respond flexibly to a fast-changing environment.

### **Legal Implications**

10. It is important to recognise, the Regional Business Council ('RBC') has been established by third parties. It is understood that the RBC is not a separate legal entity in its own right, rather it is an unincorporated association. That is forum /body of persons who meet from time to time with the objectives set out in the annual business plan. It is understood that the RBC is considering what form its structure should take and further developing its constitution (rules) and terms of reference. The legal status of the RBC is important in terms of considering the mechanics of awarding any funding. Normally if the CCRCD was to award funding to a third party, then acting through the Accountable Body, the CCRCD would require the third party to enter into

a contract or grant agreement, which would set out the terms and conditions as to how the monies awarded could be used. This is important as the CCRCD must ensure that any City Deal monies spent comply with the HMT and WG funding conditions, so in turn it needs to ensure that relevant conditions are passed on to third parties. As unincorporated associations have no separate legal identity, the RBC as a body cannot enter into such a contract or grant agreement. The contract or grant award would have to be made with an individual officer or officers of the association, for example the Chair (which can expose that individual to potential personal liability). If any sums are paid to the Chair on behalf of the RBC then terms and conditions (reflecting the relevant WG funding conditions and dealing with other matters such as 'conflict of interests') should be attached.

11. Arrangements with the RBC should be kept under review as the RBC develops its own rules and makes further decision as to its proposed structure.
12. The arrangement with the RBC could potentially be viewed as a services arrangement but the aggregate value of the arrangement to date (including the proposal for 2019/20 and the value of the arrangement in 2018/19) appears to fall below threshold and a direct award could be made, if satisfied as to best value. This is an issue, however, that will require further consideration when considering arrangements in future financial years.
13. The report provides details of the RBC's planned activities for 2019/20. Any proposed activities must be in line with state aid rules, the WG and HMT grant funding conditions that attach to the CCRCD Wider Investment Fund and all other legal requirements.

## **Financial Implications**

14. The attached report seeks approval of £24,100 to support the activities of the Regional Business Council (RBC) in 2019/20, as set-out in their Business Plan attached at Appendix 1. The report outlines that this approval is in addition to the £50,000 approved by Regional Cabinet earlier in the year, to work in partnership with Cardiff Council to secure a space, position and profile at MIPIM 2020.
15. Regional Cabinet's approved 2019/20 Annual Business Plan, includes a range of budgets required to support the planned activity for that year, including the work of regional bodies. An initial allocation of £15,000 was set aside in respect of the RBC, subject to the receipt and approval of its Business Plan, with further resources available within the wider Programme Development & Support budget to increase this amount, if required.
16. As the costs associated with the RBC's Business Plan will be met from HM Treasury grant, it is important that the terms and conditions attached to this funding are observed at all times. In summary, these state that:
  - funding must be used solely to support the objectives of the Cardiff Capital Region City Deal (CCRCD) through the implementation of projects and schemes agreed by the Regional Cabinet in accordance with the arrangements set out in its Joint Working Agreement (JWA), Wider Investment Fund, Assurance Framework and JWA Business Plan;

- CCRCD must comply with the European Commission's State Aid Rules and that any goods and/or services bought by CCRCD must be purchased in a competitive and sustainable way so as to demonstrate best value in the use of public funds.
17. The report provides details of RBC's aims and how its planned activities in 2019/20 will contribute to supporting the wider objectives of the Cardiff Capital Region City Deal. To assist with compliance, all goods and services will need to be procured through Accountable Body arrangements and be managed directly by the City Deal Office.

### **Wellbeing of Future Generations**

18. The Well-Being of Future Generations (Wales) Act 2015 ('the Act') is about improving the social, economic, environmental and cultural well-being of Wales. The Act places a 'well-being duty' on public bodies aimed at achieving 7 national well-being goals for Wales - a Wales that is prosperous, resilient, healthier, more equal, has cohesive communities, a vibrant culture and thriving Welsh language and is globally responsible. In discharging their respective duties under the Act, each public body listed in the Act (which includes the Councils comprising the CCRCD) must set and published well-being objectives. These objectives will show how each public body will work to achieve the vision for Wales set out in the national well-being goals. When exercising its functions, the Regional Cabinet should consider how the proposed decision will contribute towards meeting the well-being objectives set by each Council and in so doing assist to achieve the national well-being goals.

The well-being duty also requires the Councils to act in accordance with a 'sustainable development principle'. This principle requires the Councils to act in a way which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. Put simply, this means that Regional Cabinet must take account of the impact of their decisions on people living their lives in Wales in the future. In doing so, Regional Cabinet must:

- look to the long term;
  - focus on prevention by understanding the root causes of problems;
  - deliver an integrated approach to achieving the 7 national well-being goals;
  - work in collaboration with others to find shared sustainable solutions;
  - involve people from all sections of the community in the decisions which affect them.
19. Regional Cabinet must be satisfied that the proposed decision accords with the principles above. To assist Regional Cabinet to consider the duties under the Act in respect of the decision sought, an assessment has been undertaken which is attached at Appendix 2.

## **Equality Act 2010**

20. In considering this matter regard should be had, amongst other matters, to the Councils' duties under the Equality Act 2010. Pursuant to these legal duties the Regional Cabinet must in making decisions have due regard to the need to (1) eliminate unlawful discrimination (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics. Protected characteristics are:
- age;
  - gender reassignment;
  - sex;
  - race – including ethnic or national origin, colour or nationality;
  - disability;
  - pregnancy and maternity;
  - marriage and civil partnership;
  - sexual orientation;
  - religion or belief – including lack of belief.
21. **An Equality Impact Assessment** has been undertaken and is attached as part of the wider Future Generations assessment appended to this report. Regard should be had to the same in reaching a decision on this matter. The purpose of the Assessments is in order to ensure that the Council has properly understood and assessed the potential impacts of the proposals in terms of equality, so that it can ensure that it is making proportionate and rational decisions having due regard to its public sector equality duty.

## **RECOMMENDATIONS**

It is recommended that the Cardiff Capital Region Joint Cabinet:

1. Approve the Business Plan of the Regional Business Council 2019/20 and associated expenditure of £24,100 representing the contribution required of the City Deal to realising the objectives set out in the plan.
2. Note the in-kind contributions and sponsorship targets of £31,000 to be made by the Regional Business Council – representing good leverage and exemplifying the value of the commitment and engagement of the Regional Business Council.

**Kellie Beirne**  
**Cardiff Capital Region Director**  
**15 July 2019**

## **Appendices**

Appendix 1 – Regional Business Council, Business Plan 2019/20  
Appendix 2 – WFG Assessment

## **Foreword – Introducing a Council, Made by Business, for Business**

I am pleased to present the Cardiff Capital Region Business Council Business Plan for 2019/20 – setting out our plans and priorities for the period ahead. Whilst the final publication of this document is later in the year than anticipated, it comes at a point at which the Business Council is generating real momentum and is clear about its priorities and supported by a system in which political direction; delivery; wider partnerships; and, the role of the City Deal Office is aligned. In addition, in the last year, significant momentum has been gained. With the development of sector analysis, informing key pillars and priorities, the publication of the Industrial Growth Plan and recently, the launch of the Investment Fund and Framework – the foundations are in place to enable the Business Council to promote the region and its asks and offers.

The business plan represents our programme of work in 2019/20 and captures the activities we will undertake and specifically, the way in which we will support key sectors, existing businesses and play our part in supporting the Investment Framework. The plan reflects a programme of core activity from June 2019 to March 2020, with a number of the planned activities already in train. A number of our Board attended, as part of their day-to-day roles MIPIM in Cannes, (le Marche international des professionnels immobilier), enhancing global visibility and reach of the region at an international-class real estate event. This plan reflects the way in which MIPIM, as a key demonstration of our ambition and drive for the region, embodies and exemplifies all three of the Key Priority Areas you will see captured in this Plan:

- ***Communication, Engagement and Visibility*** – developing our core messages, extending our reach and developing the profile of the CCR
- ***Doing business in the CCR*** – setting out why the CCR isn't just open for business but why it is a great place in which to do business
- ***Promoting Challenge-led Investment*** – working with partners in UK and Wales Governments and businesses across the region, to develop and enhance capability to competitively secure new and additional investment

As Chair of the RBC, I am delighted with the way in which our small group of representatives is getting the key messages out there. Recent evidence of this is in the series of B2B workshops run across the region and the high-levels of engagement this has engendered. A further example, is the convening of sectoral groups to promote cluster support. Again, the Business Council is supporting the Strength in Places bids with liaison with the Medical Devices sector and Compound Semiconductors. Further support has been given to the Clean Growth work and more of this is planned. As a council we have chosen to focus on key industry sectors which can drive key value to the Capital region, and as borne out in the Industrial Growth Plan namely;

- Med Tech (incl Life Sciences)
- FinTech
- Energy and Environment
- Compound Semi-Conductors

By focussing on these key areas, the business council can target its efforts to drive real value. To do this, we must remain flexible to embrace new opportunities; to adapt to the changing needs of business and the volatile setting that surrounds us and ready and able to capitalise on both public sector and market-driven opportunities.

Our programme of work seeks to make a contribution to the economic success of the City Deal and more, widely, the whole of the Cardiff Capital Region. In this very short period, we hope, it begins to demonstrate how the RBC can contribute in a key way, to the kind of broad based economic development that enables good growth – smart, sustainable and for all.

Neil Brierley,  
Chair – Cardiff Capital Region, Business Council

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**1. Introduction**

As we move into our second year of operation we will build on the core tenets that we developed in our first year of operation. Our core tenets being;

- **Our value-set** – we are committed to be open, inclusive and opportunity-driven – ensuing we raise the profile of the business community and ensure they feel engaged, informed and understand the routes and mechanisms through which they are best supported. Core to this is a focus on ensuring businesses don’t just survive the testing climate of today – they are equipped and prepared to thrive for tomorrow;
- **Our purpose** – to strengthen the profile of the business voice and input into the City Deal, in order that whilst it is politically-led, it is business and industry driven and delivered. We want to ensure that investment in growth is informed and shaped by business, for business;
- **Our focus** – is on the drivers for productivity from the contribution made by big industry to that made by the smallest of businesses. We will focus specifically on communications and marketing ‘reach’ and internationalisation and how we can ensure the mechanisms are in place to support businesses to participate in an increasingly competitive investment space; and,
- **Our business** – will be to help position the region’s competitive strengths, forging new partnerships, links and connections and ensuring business connections to the Welsh Government’s Economic Action Plan and the UK Government’s Industrial Strategy.

We will continue to refresh and develop our thinking. The ability to adapt and respond against a backdrop of economic volatility and uncertainty will be critical.

By applying these aims to our core industry sectors the business council will work to ensure that successful delivery of the Cardiff Capital Region City Deal.

## **2. Economic context**

Central Government in its Industrial Strategy for the whole of the UK, sets out the five foundations of prosperity:

- 1) Ideas – innovation-led economy
- 2) People – good jobs and better earning power
- 3) Infrastructure – upgrading foundations
- 4) Business environment – a great place to do business
- 5) Places – sharing prosperity

Similarly, in its Economic Action Plan for Wales, businesses seeking the support of Wales Government will enter into an ongoing dialogue, through a new and innovative ‘Economic Contract’. This will place an onus on businesses to commit to:

- Growth potential
- Fair work
- Promotion of health, skills and learning
- Progress in lowering the carbon footprint

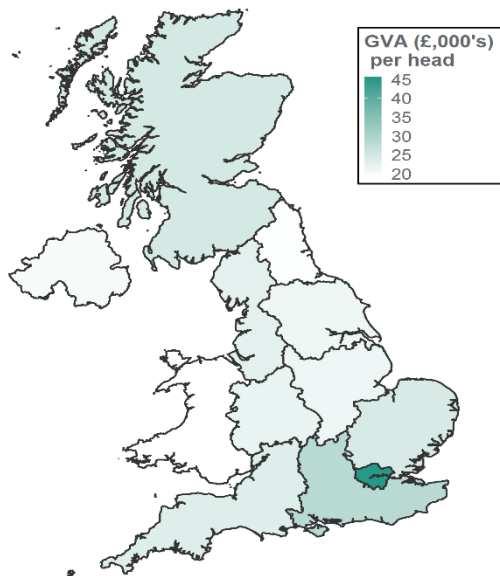
Allied to this, Calls to Action identify key areas for work with businesses, ensuring commitments and activities are capable of demonstrating – efforts targeted at decarbonisation; innovation; growing exports and trade; delivering high quality and productive employment and skills and R&D intensity.

The Cardiff Capital Region City Deal is a £1.3bn investment programme aimed at fundamentally re-building the pillars of productivity in a ‘lagging economy’ region. Whilst the region has some strong economic advantages – both in terms of place based and sectoral strengths, as the diagram below demonstrates – it has the lowest levels of GVA per head in the UK and two of the ten Local Authority areas making up the Cardiff Capital Region, remain at the bottom of the UK Competitiveness Index.



### Gross Value Added (2016)

UK NUTS1 Regions



The objectives of the City Deal are thus, to:

- Raise GVA by 5%
- Create 25,000 new jobs
- Leverage some £4bn of private investment

Within this there are two important features. The first is the mantra for 'good growth' – growth that does good because it is genuinely smart, inclusive and sustainable. The second, is the potential created around the UK Government's target to raise spend on R&D by 2.4% of GDP by 2027. This represents an ambitious step-change and would see the UK on par with other OECD countries. This is significant for Wales and the CCR for four reasons:

- 1) Wales accounts for only 2% of all UK business spend on R&D
- 2) Firms that are investing in R&D have higher productivity (13%) than businesses where there is no investment in R&D
- 3) Whilst Wales is only slightly behind the vast majority of English regions, it has more micro-businesses innovating and with innovation potential, than both Scotland and Northern Ireland, but is hugely undersubscribed when it comes to take up of R&D tax credits
- 4) Exit from the EU will be an important factor on the horizon when it comes to influencing R&D businesses' decisions to invest in the Cardiff Capital Region

### **3 Our Core Priorities**

There are a number of Wales and Central Government Programmes and levers, aimed at promoting business innovation activity – R&D Tax Credits, Patent Box, Smart Cymru, Small Business Research Initiative (SBRI) and the Industrial Strategy Challenge Fund calls by funding bodies such as InnovateUK. We continue to develop our relationship with InnovateUK's Manager for Wales, the Head of Government Partnerships and Challenge Directors and a major focus of our work will be to engage key stakeholders, investment bodies and other partners, to promote the opportunities that can assist in supporting business innovation in the CCR. We will work with Innovate UK, WG Innovation Team, Universities and others, to ensure that businesses have clear signposting and full access to the information, advice and support they require.

In addition, it is clear that much of the above information has little visibility within the business community. The fact that a number of the investment sources and opportunities are now 'challenge-led and driven' and thus, competitive across city regions and place, requires real work to highlight and communicate and ensure businesses are equipped. Equally, marketing the region as not just a great place to do business, but as a space that embraces innovation and has core innovation strengths, is a further critical task. Our 'brand' and identity needs a core value proposition and our work seeks to make a contribution to this.

In addition we recognise that there are major barriers to progress for all businesses across the region. The two that have been highlighted to the Regional Business Council, repeatedly, are: access to patient finance and addressing significant skills gaps and shortages.

Arising from this our priorities for 2019/20 and highly likely to remain a feature beyond are:

- 1) Communication, Engagement and Visibility**
- 2) Doing business in the Cardiff Capital Region**
- 3) Promoting challenge-led investment**

By applying these to our core industry sectors it will allow true value to be delivered by the Business Council to the Capital Region Deal.

### **4 Successes in 2018/19**

The business plan for 2018/19 was brought forward and approved in September 2019, which set the course for part-year delivery against targets. Notwithstanding this, key areas of progress can be identified not least of which is the continued pro bono contributions, expert advice and support of the RBC team who volunteer in making this Council a success due to their passion for the region.

- Successful development of business for MIPIM 2019 for participation by the CCRC

- Support to team at MIPIM including events, network creation and the host for launch of the Industrial and Economic Growth Plan and input into the MIPIM debrief
- Development of key lines of communication, in particular enhancements to the CCR website
- Development of key relationships with Universities, Innovate UK and bodies such as CBI, FSB and IoD
- Supported consultation on key processes and developments such as the Industrial Growth Plan, Skills work and impact of businesses on exiting EU in conjunction with Innovate UK
- Created a sector focus and sector support teams to back and assist the focus of the Industrial and Economic Growth Plan

#### **4 Work Programme 2019/20**

The following areas and activities below set out our substantive work programme for 2019/20.

- 1) Communication, Engagement and Visibility** – we are committed to extending the reach of the CCR and specifically, the CCRC and strengthening business engagement and involvement. We will:

<b>Do what</b>	<b>By when</b>	<b>With whom &amp; how</b>	<b>With what investment?</b>
<b>Cardiff Capital Region Workshops</b>	End of July 2019  Second set – by end of February 2019	With local council business partnerships and for a in key locations – across the region	£3.6k  In kind contribution of member time - £10k
<b>Sponsor and promote CCRC at Wales in London Week in March 2020</b>	End of March 2020	March 2020. Participate in and promote the region through panel sessions, roundtable and marketing at Wales in London Week 2020	£2.5k  In kind contribution of £3k
<b>Participation in MIPIM 2020</b>	End of March 2020	Partnership across CCR, Invest in	£50k contribution – agreed on 10 June by Regional Cabinet

Do what	By when	With whom & how	With what investment?
-developing key messages -investment asks and offers -key events -B2B event -inter-region event with South West of England -run series of workshops with DIT		Cardiff and Regional Business Council	
<b>TOTAL INVESTMENT REQUIRED</b>			£69.1K
<b>IN-KIND CONTRIBUTIONS OF CCRBC</b>			£13K
<b>INVESTMENT ASK OF CITY DEAL</b>			<b>£6.1K</b> (£50K already approved)

2) **Doing business in the Cardiff Capital Region** – we want to establish ‘brand value’ of the Cardiff Capital Region and its City Deal, creating and spreading awareness and developing its international profile and presence. We will:

Do what	By when	With whom and how	With what investment
Marketing and Communications support	March 2020	Work with City Deal office to develop and align key messages for the business community  Co-develop marketing and engagement plan for the Investment Framework	£3k
Invest in CCR Investor Flagship Event	March 2020	On back of Wales in London Week, hold an event in CCR to promote the region	£5k

<b>Do what</b>	<b>By when</b>	<b>With whom and how</b>	<b>With what investment</b>
		as a key business location	£3k in kind support and development and planning time
Themed lunch in London	March 2020	To develop a focus around a key sector and convene lunch with London based investors, networks and Global Welsh	£10k to be secured through industry sponsorship
Sponsorship of key industry awards and events – Estnet, British American Project and Fast Growth 50	March 2020		£10k
<b>TOTAL INVESTMENT REQUIRED</b>			£31K
<b>IN-KIND CONTRIBUTIONS OF CCRBC and SPONSORS</b>			£13k
<b>INVESTMENT CONTRIBUTION OF CITY DEAL</b>			<b>£18k</b>

**3) Promoting Challenge-led Investment** – there is a clear need to ensure businesses are supported and equipped to compete in an investment space that is governed by the ability to respond to challenge calls and to compete for challenge prizes, such as the £6.4bn annual Industrial Strategy Challenge Fund. We will:

<b>Do what</b>	<b>By when</b>	<b>How and with whom</b>	<b>With what investment</b>
<b>Establish sectoral groups to support and promote opportunities through the SIF bids for CS Cluster and Medical Devices and Diagnostics</b>	End of March 2020	To promote and support opportunities through CS Connected and emerging life Sciences Cluster	£3k in kind support through expertise and leveraging partner assets

Do what	By when	How and with whom	With what investment
<b>To establish a case for a Knowledge Transfer Partnership and submit to Innovate UK</b>	End of March 2020	Co-develop an investment case for knowledge mobilisation support	Unknown at this stage and will be developed as a discreet proposal
<b>Support the City Deal Clean Growth Project</b>	End of March 2020		In kind support of energy specialists of £2k
<b>TOTAL INVESTMENT REQUIRED</b>			£5k
<b>IN KIND CONTRIBUTIONS OF CCRBC</b>			£5k
<b>INVESTMENT CONTRIBUTION OF CITY DEAL</b>			<b>£0</b>

**TOTAL INVESTMENT REQUIRED TO DELIVER THE PLAN –£92.1K**

**TOTAL ‘IN KIND CONTRIBUTIONS AND SPONSORSHIP TARGET’ – £31K**

**TOTAL INVESTMENT ASK FROM CITY DEAL TO DELIVER THE PLAN - £24.1k (NOTING EXISTING APPROVAL OF MIPIM 2020 OF £50K)**

## **5 Next Steps**

The above Work Programme and wider Business Plan sets out our undertakings and activities in the short-term. This will provide further progression on our first year and build for the medium-term and it is anticipated that forthcoming Business Plans, whilst likely to continue the themes and priorities featured in this inaugural plan, may be subject to change and adaptation. The City Deal now has its key pillars and foundations in place and we look forward to working as part of the wider Business, Industry, Education and Government team, to accelerate delivery and enable great things to happen in the region.

We take feedback seriously about the need for enhancing business engagement and hope that this plan, goes some way to addressing that. As we move closer to a Gateway Review, we commit to the region as full partners and will work hard to ensure industrial leadership and a strong business voice.

As the Business Council, for the Cardiff Capital Region, we commit to promoting and optimising the opportunities that can help grow strong and prosperous places, support good growth and leverage our existing distinctive assets, companies, entrepreneurs and businesses. In time, we will focus more closely on opportunities to widen the scope of our work and develop deeper

frameworks, building on the solid foundations that our sister body, the Economic Growth Partnership is creating.

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# Future Generations Assessment

<b>Name of the Officer completing the evaluation:</b>  <b>Kellie Beirne</b>  <b>Phone no: 07826 919286</b> <b>E-mail: kellie.beirne@cardiff.gov.uk</b>	<b>Please give a brief description of the aims of the proposal</b>  Setting out the wider RBC Business Plan for 2019/20
<b>Proposal: Regional Business Council Business Plan 2019/20</b>	<b>Date Future Generations Evaluation form completed: Julky 2019</b>






**1. Does your proposal deliver any of the well-being goals below?** Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal.

<b>Well Being Goal</b>	<b>Does the proposal contribute to this goal? Describe the positive and negative impacts.</b>	<b>What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?</b>
<b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs	The proposal relates to building the brand, comparative advantage and profile of the region in a global context	The proposal has been led and shaped by the Regional Business Council. This demonstrates partnership, collaboration and a business-led proposition based on strong knowledge of regional strengths.
<b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)	Not directly applicable at this early stage, however some of the work with IUK will involve encouraging businesses to engage more fully with Grand Challenges of the Industrial Strategy Challenge Fund. One of these challenges is Clean Growth and	



Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	opportunities for business to pioneer the green and clean growth agendas.	
<b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood	Developing the conditions, through new links and networks – and opportunities for future engagement – will make a contribution to prosperity, which in turn will support wellness and wellbeing.	
<b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected	The report seeks to position our region and its competitive strengths – economic and wider and will seek to yield demonstrative legacy benefit for the country as a whole.	ROI assessments and expert advice on how to leverage opportunities and optimize the time and contacts made through the various events and initiatives
<b>A globally responsible Wales</b> Taking account of impact on global well-being when considering local social, economic and environmental wellbeing	Attending MIPIIM to promote the CCR will see us play a stronger part in developing the economic wellbeing of our region and country, thus impacting social and community objectives. It will help make our country feel more connected and outward looking.	Develop the legacy impact of the event, sustaining new connections, sharing great practice and potentially securing propositions and deals that support economic growth.
<b>A Wales of vibrant culture and thriving Welsh language</b> Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation	Our City Deal is uniquely Welsh – but pitches towards being world leading in areas of competitive strength. This enables a strong reflection on our rich culture and heritage.	
<b>A more equal Wales</b> People can fulfil their potential no matter what their background or circumstances	City Deal is about delivering as far as possible across 10 LAs and a population of 1.5m people. It is about economic gains – but importantly how this will convert as tools for improving people's lives.	

## 2. How has your proposal embedded and prioritized the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Long Term</p> <p>Balancing short term need with long term and planning for the future</p>	<p>Attendance at MIPIM/ WiL Week and other events and activities starts to build and enhance the reputational profile of the region – the benefits of which should demonstrate longevity and added value</p>	
 <p>Collaboration</p> <p>Working together with other partners to deliver objectives</p>	<p>The events will be shaped through a consortium approach comprising partners, the 10 LAs, including 'lead' LA Cardiff Council and business sponsors.</p>	<p>Much of the involvement will be coordinated through the Regional Business Council to maximize reach and impact and benefits for businesses in the region.</p>
 <p>Involvement</p> <p>Involving those with an interest and seeking their views</p>	<p>Engagement events will be staged in the run up to the events.</p>	<p>The RBC will demonstrate the 'reach' of its engagements</p>
 <p>Prevention</p> <p>Putting resources into preventing problems occurring or getting worse</p>	<p>Ensuring we have strong trading relationships post-Brexit will be critical to our economic viability in the medium and long-term</p>	
 <p>Integration</p> <p>Considering impact on all wellbeing goals together and on other bodies</p>	<p>The RBC is a non-public body seeking to demonstrate its commitments to sustainability and wider wellbeing goals, through its work with the CCR CD.</p>	

**3. Are your proposals going to affect any people or groups of people with protected characteristics?** Please explain the impact, the evidence you have used and any action you are taking below.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	The proposal is about attendance and support for national and international events. The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	None arising at this time.	
Disability	The expectation is that the plan will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Gender reassignment	The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Marriage or civil partnership	The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.	As above	
Pregnancy or maternity	The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		

<b>Protected Characteristics</b>	<b>Describe any positive impacts your proposal has on the protected characteristic</b>	<b>Describe any negative impacts your proposal has on the protected characteristic</b>	<b>What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?</b>
Race	The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Religion or Belief	The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Sex	The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Sexual Orientation	The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all.		
Welsh Language	The expectation is that this will yield opportunity, new connections and networks that if leveraged comprehensively – should foster opportunity for all and in particular, raise the international profile of the Welsh language	Not at this time but the situation will be kept under review.	

**4. Safeguarding & Corporate Parenting. Are your proposals going to affect either of these responsibilities?**

	<b>Describe any positive impacts your proposal has on safeguarding and corporate parenting</b>	<b>Describe any negative impacts your proposal has on safeguarding and corporate parenting</b>	<b>What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?</b>

Safeguarding	Not directly relevant –however, building the future economy should have a profoundly positive impact on ability to safeguard the future of our residents		
Corporate Parenting	Not directly relevant – however building strength in the economy should create opportunities for all of the young people entrusted in our care		

**5. What evidence and data has informed the development of your proposal?**

- Evidence and data from other cities, regions and countries
- Evidence from Cardiff Council and their previous endeavours
- New data emerging from the ISCF and Innovate UK about engagement

**6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?**

*The plan for beyond 2018/19 will continue to be shaped over the coming weeks and months. The process will be an iterative one and this will be reflected in the continued work across City Deal, the business council and the wider business community.*

**7. MONITORING: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.**

The impacts of this proposal will be evaluated on:	Before end of March 2019
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